MODERN PACKAGING

The kaleidoscope of packaging finds focus in the Packaging Show

R

**MARCH 1954** 

## ADHESIVE HELPS!

HOW TO PREPARE and USE

Your Peady

Write for your free ccpy. National Adhesives, 270 Madison Avenue, NEW YORK 16; 3641 So. Washtenaw Avenue, CHICAGO 32; 735 Battery Street, SAN FRANCISCO 11.





Gair is always "Johnny-on-the-Spot" when you want

fast delivery of corrugated or solid fibre shipping containers.

Our neighborhood service keeps Gair shipping containers flowing, without interruption, to the high-speed production lines of nearby manufacturers.

Call your nearest Gair Plant for speedy delivery of

shipping containers . . . containers that meet your every requirement.

### GAIR NEIGHBORHOOD PLANTS

CAMBRIDGE, MASS. . CLEVELAND, OHIO . HOLYOKE, MASS. . MARTINSVILLE, VA. . NO. TONAWANDA, N. Y. PHILADELPHIA, PA. . PORTLAND, CONN. . RICHMOND, VA. . SYRACUSE, N. Y. . TETERBORO, N. J.

Do you have your copy of the Container Handbook? If not, write for one today.



SHIPPING CONTAINERS FOLDING CARTONS

STREET . NEW YORK 17

**MARCH 1954** 

### MODERN PACKAGING

March 1954, Vol. 27, No. 7

| What does packaging cost?  Our survey skirts the pitfalls of definition and justification and finds actual, relative cost-to-                              | Catch-cover collator  New machine mechanizes assembly and sealing of strip packages in paperboard folders.   |
|--|--|
| sales ratios for 19 industries.  | Display Gallery 174  |
| Brighter Brach's in foil Fast-selling 5-cent bar has full-color vignette on wrap and new pitch for food sales.   | Air-powered drum lidder  Jack & Heintz find a way to make hermetic sealing faster and more positive.   |
| Precision parts cradled in plastics 132 Ingeniously molded polystyrene capsules and holders are used with stock-mold box.                                  | Piggy-back cans  Printed pressure-sensitive tape and new machine firmly band 2-for-1 deal end-to-end.  |
| The frozen dinner is back Swanson's turkey-and-trimmings in a foil plate, ready to heat and serve.   | Dairy-formed printed foil hoods Indexing device permits fast in-plant handling, opening way to wider use of printed  |
| Big show on the boardwalk 25,000 expected at A.M.A. show April 5-8.  | caps.  Pictorial review of new machinery 186   |
| Inserts outside 138 Attachments have clever new wrinkles that  | A new look in Britain Better times bring new designs, better packs.  |
| help sell items lacking in label space.  Component package 140 Two-windowed pouch for popcorn makings.   | New techniques for silver 194 Polyethylene bags for sterling are now made and imprinted in the factory.  |
| Design Histories 144   |  |
| Case packer for milk in fibre 148  Borden's new machine may finally mechanize a 10-billion-package industry.   | Technical  Polyethylene-coated cellophane 203 It combines the best properties of two films in a single low-cost material. By Leonard F. Swec and George H. Sullivan.  Flow of solids 209 |
| Full color on polyethylene 150 Pepperell, a packaging leader, pioneers in realistic photographic reproduction.   |  |
| General Electric's "sell"  Two examples of GE packaging progress,  | Experiments throw light on behavior inside filling-machine hopper. By John K. Rudd.  |
| involving clocks and appliance service parts.  Smoother case loading 157  Change to end-opening shippers and automatic loader protects finish of Simoniz's | Photo stencils for screen printing  New simple and flexible process offers broad opportunities for package decoration with photographic fidelity. By T. H. FARRELL.                      |
| cans.  | Questions and Answers 216  |
| Packaging Pageant 158  |  |
| More color for bread  Arnold writes new chapters in success story that pushed it to top rank in its field.   | Departments Equipment and materials 220  |
| Really hot tamales  XLnt's prize label boosts sales 1,500%.  | Plants and people 238  |
| Progress for Gillette 166  Its world-famed logotype has a new look.  | For your information 262 U. S. patents digest 278  |
| Branded industrial wraps 169 Functional papers can be trademarked, too.  | Manufacturers' literature 355 Index to advertisers , 404   |

Copyright 1954 by Modern Packaging Corp., 575 Madison Ave., New York 22, N. Y. All rights reserved, including the right to reproduce this book or portion thereof in any form. Published 13 times a year by Modern Packaging Corp. and the Packaging Catalog Corp. at Emmett St., Bristol, Conn. Subscription rates: United States and Canada, 56 one year, \$11 two years, \$15 three years; Pan America, \$8 one year, \$13 two years, \$17 three years; all other countries, \$12 one year, \$20 two years, \$28 three years. All foreign subscriptions payable in United States currency or equivalent in foreign currency computed in current exchange by money order or by draft on a New York bank. Price this issue, \$1 per copy (foreign, \$1.50). Printed in U. S. A. Acceptance under Sec. 34.64 P. L. & R., at Bristol, Conn. Authorized Dec. 21, 1950.

PACKAGING REDINGTON Type 23 AUTOMATIC CARTONING MACHINE Three Sizes ~ ~ Multiple Items ~ All Packaged Fast, by ONE AUTOMATIC CARTONER

#### Here's the Efficient REDINGTON Operation:

Collapsed cartons, unfolded circulars and droppers enclosed in spiral paper tubes are stacked in magazines. As each filled, capped and labeled bottle moves along the intake belt, the machine lays it flat in a pocket of the article conveyor; then feeds a dropper into the same pocket. The machine next feeds a circular, folds it three times to approximately 11/16" x 6", and places the folded circular over the top and sides of the bottle-tube assembly. Then, as the pocket passes the carton magazine, the REDINGTON feeds and forms a carton, inserts the whole product assembly, and closes the carton by tucking in the end flaps. A code-dating device impresses the proper number in the top end flap.

In the packaging of medical products, usually more than one package size is involved, each often requiring multiple inserts.

U. S. Vitamin Corporation, New York City, handles just such packaging problems fast, efficiently and at low labor cost with their REDINGTON Type 23, requiring just one operator. The machine can be changed to accommodate any of three sizes (3 cc., 15 cc., 30 cc.) in a matter of minutes. Each of the packages includes the bottle of product, a dropper in protective tube and a descriptive circular.

Today's wage costs being what they are, more and more companies with medium as well as large volume find that the proper REDINGTON pays quick dividends in faster, better packaging with less handling. And they know that REDING-TON'S experience-based design and solid construction assures long, efficient, trouble-free life.

Whether you package Vitamins or Vanilla, you'll find a REDINGTON to help you do it better, faster. Send for 32 page illustrated catalog—write office nearest you. AND, SEE US AT BOOTH 305, PACKAGING SHOW.

### F. B. REDINGTON COMPANY

110-112 So. Sangamon St., Chicago 7, III. Room 828A, 342 Madison Ave., New York 17, N. Y. CARTONING .. WRAPPING SPECIAL PACKAGING - since 1897 -

Executive and Editorial Offices 575 Madison Ave., New York 22, N. Y. Telephone: PLaza 9-2710

PRESIDENT AND PUBLISHER
Charles A. Breskin
EXECUTIVE VICE PRESIDENT

### MODERN PACKAGING

### One world

W Assn. is underestimating industry's interest in packaging. If our own reading of the pulse beat is anywhere near right, the packaging world was never more stimulated than it is right now and we wouldn't be a bit surprised to see another all-time attendance mark set at Atlantic City next month.

Packaging is now unquestionably the biggest single activity that all manufacturing industry shares in common. When 27,700 packaging people checked into the 1953 Packaging Show at Chicago's Navy Pier, they established a record for attendance at an industrial show of this type. On the grounds that Atlantic City is less accessible than Chicago, A.M.A. expects only 25,000 this year.

But by every measure that we know of, the quest for newer and more sales-compelling packaging is even more intense now than it was a year ago and we think that an even greater crowd would turn up whether the show was held in Atlantic City or Timbuctoo.

As a matter of fact, this show has become international. Despite the fact that annual packaging expositions are now being held in many other countries—including Canada, England, France, Germany and Italy—visitors were registered in Chicago last year from all of those countries and 22 others, as well as from 46 states of our own union.

Things are popping so fast that we here at Modern Packaging have a hard time keeping up with them. There is a seemingly insatiable demand for packaging information. Our paid circulation has soared to a peak beyond our fondest hopes a few years ago. And packaging suppliers have plenty to offer; this issue of the magazine carries more pages of advertising than any other in our 27-year history.

We are proud of our own success in conveying to you, from month to month, all that can be conveyed by the printed page. But the Packaging Show gives the third dimension of reality to things that we can only describe and picture, and it is no wonder that it has become a supplementary "must" in the education of packagers the world around.

The Editors

EDITOR
Lloyd Stouffer
EXECUTIVE EDITOR
Eugene F. Burke

MANAGING EDITOR
Pearl Hagens
ASSOCIATE EDITORS
Gladys Tarragano

William C. Simms

MIDWEST EDITOR

Val Wright (Chicago)

EDITORIAL ASSISTANT
Muricl Smith
TECHNICAL EDITOR

Charles A. Southwick, Jr.
ADVISORY EDITOR

C. W. Browne
PATENTS EDITOR
H. A. Levey

READER SERVICE EDITOR
Florence Getter

ART DIRECTOR
Donald R. Ruther
ASSISTANT VICE PRESIDENT
Theodore B. Breskin

TREASURER Ruth Tulbert

ADVERTISING STAFF
Philip W. Muller, Manager
P. H. Backstrom
M. A. Olsen
James M. Connors (Chicago)
Robert C. Beggs (Cleveland)
B. W. Gussow
S. S. Siegel
William F. Kennedy (Chicago)
James C. Galloway (Los Angeles)
R. C. Maultsby (Atlanta)
T. G. Rowden (London)

PRODUCTION STAFF
Daniel M. Broads, Director
B. J. Farina, Assistant Director
Lynn B. Kahn, Manager

CIRCULATION MANAGER
Robert Birnbaum
PROMOTION MANAGER

Herbert Friedman

BRANCH OFFICES
Chicago 11, 101 E. Ontario St.
Iames M. Connors, Manager
Phone DElaware 7-0060

Cleveland 14, 815 Superior Ave. Robert C. Beggs, Manager Phone SUperior 1-0737

Los Angeles 17, 816 W. Fifth St. James C. Galloway, Manager Phone MUtual 8335

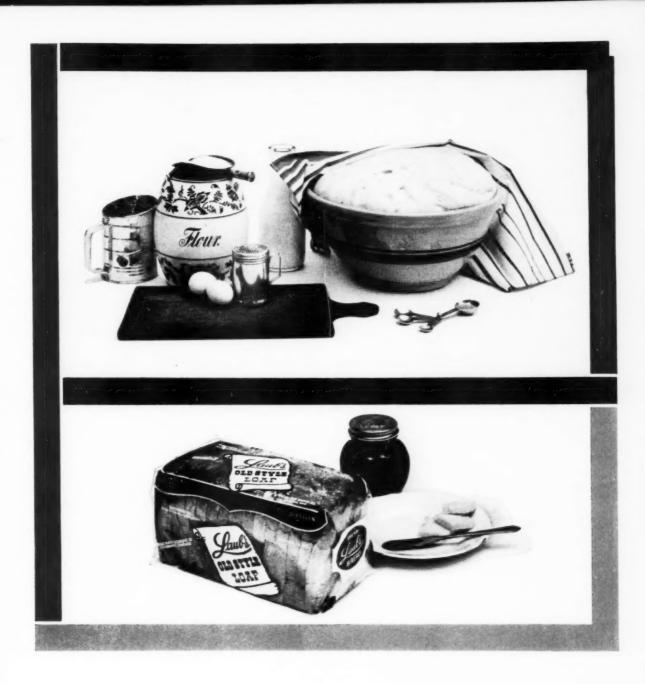
Atlanta 5, 3779 Vermont Rd., N. E. R. C. Maultsby, Manager Phone CHErokee 3093

London S. W. 1, England Panton House, 25 Haymarket T. G. Rowden, Manager Phone TRafalgar 3901

Frankfurt, Germany Wittelsbacher Allee 60 George J. Linder, Manager

MODERN PACKAGING is regularly indexed in Industrial Arts Index.

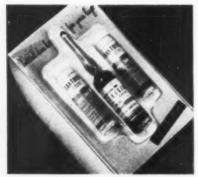




### Better packaging Ideas... bigger sales

Jacob Laub consistently comes up with a better loaf of bread. Dobeckmun comes up with better ideas in packaging. When the two came together in this printed cellophare wrap, sales jumped 6000 loaves the first week. Why? Well... there's not enough space here for that. But ideas—the kind that multiply sales—are brightening profits for hundreds of our customers. Interested? Give us the chance to serve you. The Dobeckmun Company, Cleveland 1, Ohio • Berkeley 2, California • Bennington, Vermont

Atlanta · Boston · Charlotte · Chicago · Cincinnati · Dallas · Detroit · Indianapolis · Kansas City · Lexington · Los Angeles · Memphis · Milwaukee New Orleans · New York · Philadelphia · Pittsburgh · Portland · Richmond · Rochester · Salt Lake City · Seattle · St. Louis · St. Paul · Tampa



3 UNIT SAMPLER—Plastic formed dome secures merchandise to face of multicolored, double fold card. Items easily accessible by sliding dome from face of card. Hoffmann-La Roche Inc., Nutley, N. J.



FORMED DISPLAYS—Extremely light weight. Tough, unbreakable. Low tooling cost. Provision for Trade Name.



MULTI-BLOTTER SAMPLER—Bottle-shaped domes laminated into top blatter emphasize two sizes of tablets. Ayerst Laboratories, New York, N. Y.

A numberless variety of specially formed and fabricated acetate packages and package components can be made by means of the high speed manufacturing techniques of Plastic Artisans. Our specially designed equipment allows us to handle large volume and maintain consistently high quality.

These attractive see-through packages help merchandise your product. Their superior sales appeal has been tested and proven. The fields in which these packages can be used to great advantage have hardly been scratched.

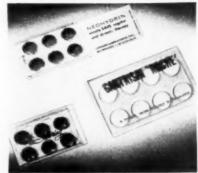
An examination of the items illustrated will go a long way toward proving the major attention and display value of packages designed and manufactured by

### PLASTIC ARTISANS

INC.

70 WESTCHESTER AVENUE WHITE PLAINS, N. Y.

USEFUL NOVELTIES—Rocker Blotter, ruler and desk novelties from formed and molded components. Ayerst Laboratories, New York, N. Y.



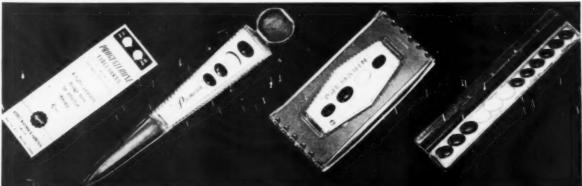
SLIDE COVER PACKAGES—Individual tablet pockets specially designed to fit any size tablet, with rotogravure printed covers or printed inserts under cover.



TWO TABLET SAMPLER—Plastic domes highlight toblets on face. Somple packages slipped onto tobs inside folder. Hoffmann La Roche Inc., Nutley, N. J.



PLASTIC DOMES—Protection, visibility and maximum economy. Excellent for industrial or fancy packaging. Sprague Products Corp., North Adams, Mass.



### B. F. Goodrich Chemical raw materials



1. Plastisol lining makes an unbeatable drum for acid!





B. F. Goodrich Chemical Company does not make these items. We supply the Geon materials only.

### FOR ACIDS, OILS OR LARD... COMPLETE PROTECTION!

THE pictures here may give you entirely new ideas for solving a packaging problem, or cutting costs, with Geon materials.

The Geonvinyl plastic liner makes it possible to use fiberboard instead of metal containers for packaging lard, oils, pharmaceuticals and other products. Because of Geon, the liner resists oils, greases and many chemicals. Easily sealed, it does not permit the contents to seep or migrate through the liner—does not contaminate the contents or the carton. It is abrasion-resistant, odor-proof and flexible at high or low temperatures.

The drum pictured is lined with

a plastisol made with Geon paste resin. The plastisol protects the metal against corrosion by many acids and chemicals. It permits the use of ordinary metal drums, instead of stainless steel or breakable containers. And these plastisollined drums are long lasting.

There's a wide variety of Geon materials to meet practically any packaging need. We'll gladly help you select the one best suited to your requirements. For information and technical advice, please write Dept. GL-3, B. F. Goodrich Chemical Company, Rose Bldg., Cleveland 15, Ohio. Cable address: Goodchemco. In Canada: Kitchener, Ont.

Don't miss the B. F. Goodrich Chemical Company Exhibit at the 23rd National Packaging Exposition Booth 1035-1041

ATLANTIC CITY, N. J. . APRIL 5-8

See the wide range of packaging materials made from B. F. Goodrich Chemical Company products.



GEON RESINS • GOOD-RITE PLASTICIZERS... the ideal team to make products easier, better and more saleable

GEON polyvinyl materials • HYCAR American rubber • GOOD-RITE chemicals and plasticizers • HARMON colors

### PROTECTED by Riegel



NEW PACKAGING MACHINERY AND MATERIALS HAVE BEEN IMPORTANT FACTORS IN KEEPING THE PRICE OF GUM AT A NICKEL ADAMS USES RIEGEL 5 2-PLY GUM WARP HIGH-GLOSS COATED GRAVURE PRINTED.

More than 600 Riegel Papers are now proving their value for many of the nation's best-selling brands. It is the greatest variety of packaging papers available from any one source.

Somewhere among this wide selection you may find a better or more economical paper to protect your product. If we don't have just what you want, we can usually "tailor-make" a new paper to your specifications.

Write us now and tell us what you want paper to do for you. Riegel Paper Corporation, P. O. Box 170, Grand Central Station, New York 17, N. Y.

Tailor-made Packaging Papers

Riegel

GLASSINES AND GREASEPROOFS

Plain • Waxed • Printed • Lacquer-Coated • Laminated

### NATIONAL CAN



Your local garage or service station is a perfect showcase for the host of related products that are packaged in National Can containers. Many of these products relied on the NC team of production expert, research chemist and merchandising counsel for the development of specialized packaging to meet their specific needs. Call or wire for detailed information — no obligation, of course.

Be sure to see us at the National Packaging Exposition, April 5th to 8th Booth No. 577.



NATIONAL CAN

Plants At: BALTIMORE, MD. - CHICAGO, ILL. - MASPETH, N.Y.



Plants At: BALTIMORE, MD. - CHICAGO, ILL. - MASPETH, N.Y. CLEVELAND, OHIO - HAMILTON, OHIO and WARREN, OHIO

## Your Converter now can supply ...





the New
Transparent Film
for
Flexible Packaging
combining
the properties of
Two proven

"See-Thru" Materials

Sauerkraut packaged in POLYCEI
... another praven Polycel
packaging application . . .
Bag printed and fabricated
by HOWARD PLASTICS .

Flexible - Durable - Moistureproof - Crackproof - Sealable

The Coating
POLYETHYLENE

THE QUALITIES THAT MADE EACH OF THESE OUTSTANDING FILMS ARE NOW COMBINED IN POLYCEL

Printable · High Gloss · Gasproof · Greaseproof · Accepted

The Base CELLOPHANE

See Polycel at H. P. Smith Booth 105
NATIONAL PACKAGING EXPOSITION
Atlantic City, April 4 to 8

\*Trade Mark owned by H. P. Smith Paper Co., Manufacturers

POLYCEL\* polyethylene coated cellophane is available through converters, printed and fabricated into bags and envelopes, and in printed rolls for wrapping and heat-sealing on automatic packaging equipment. As your converter or write H. P. Smith Paper Co., manufacturers Chicago 38, for complete information, samples, names of Polycel Converters.



### The PACKAGE THAT "GRIPPED" THE WORLD

### in Tri-State Rigid Plastic Bonus Boxes

John Dritz & Sons Dot Snappers have been holding up America's shorts, clothing, and slip-covers ever since Dot Snappers entered the home-sewing field 10 years ago. But it took a Tri-State rigid plastic container to help

the economy-size refill catch on!

Tri-State rigid plastic box, No. 32, Diam: 23/4" x 3/8" deep, is just one of a huge variety of stock sizes and shapes that will fit your product, or we will mold in quantity to your specifications.

When Dritz switched its Dot Snapper refill from a slow-moving "blind" cardboard wrap to the crystal clear, re-useable Tri-State box, notion counters everywhere were quick to spot its key-item possibilities. The Dritz economy-pack refill in the Tri-State box has been the re-order of the day ever since!

Tri-State packaging has been opening new sales horizons for snapdragons as well as Dot Snappers. As molders of the world's greatest assortment of rigid plastics, Tri-State may wrap up new profits for your product, too.



Packaging Exposition

April 5-8, 1954

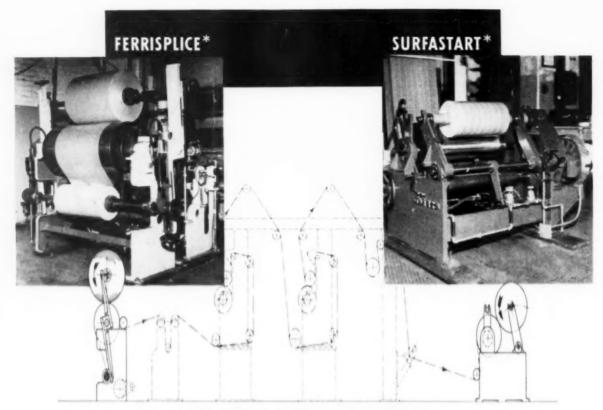
The best Rigid Plastic Boxes are Injection Molded by

### TRI-STATE PLASTIC MOLDING CO., Inc.

HENDERSON 6, KENTUCKY



NEW YORK: 12 E. 41st St., MUrray Hill 3-6572 CHICAGO: 176 W. Adams St., FRanklin 2-7292 DETROIT: 18401 E. Warren Ave., TUxedo 5-5500



Ferrisplice and Surfastart as applied to a rotogravure printing press.

### CONTINUOUS UNWINDING AND WINDING

with roll changes made at full speed means more production-better quality

Continuous automatic roll changes at full operating speed can be made on printing presses, bag machinery and similar operations running cellophane, glassine, acetate or paper.

The new Dilts "Ferrisplice" Unwinder and "Surfastart" Winder used together or separately, operate continuously to step up production, cut waste and improve quality by eliminating downtime for roll and core changes.

Dilts "Ferrisplice" Unwinder—light-duty unit provides positive tension control. Pressure roller assures speed reference. Has air-operated cutoff knife, friction brake, manually adjusted sidelay—remote sidelay adjustment optional. Operates at web speeds up to 600 FPM. Handles rolls up to 500 lbs., 20" to 40" web width, 6" to 18" and 9" to 24" O.D.

Dilts "Surfastart" Winder—light duty single drum machine. Starts new rolls at speeds up to 600 FPM without loss of register. Winds exceptionally accurate straight-edge rolls, especially when equipped with optional automatic side register. Handles rolls up to 500 lbs., 20" to 40" web width, 6" to 24" O.D.

Write to Dilts for more details—ask for Bulletin 15 DM. Color movies of these units available for showing upon request.

• Trademark



THE BLACK-CLAWSON COMPANY
DILTS MACHINE WORKS DIVISION
FULTON, NEW YORK



Customers like the "well-dressed" look that Dennison-designed packages give popular WEAREVER pens and pen and pencil sets. Retailers like the way these sturdy, colorful boxes help keep the merchandise moving.

These WEAREVER pen and pen and pencil set packages are simple — yet careful designing gives them an impressive air. The pen and pencil box displays its contents on a tilted tray of white satin bordered in gold. The colors of the leather-textured cover papers enhance the beauty of the pen and pencil sets.

The box for the ball-point pen is distinguished by the design of gold and emerald green on white — and other attractive color combinations. Packaging, like this, that is appealing to the eye and pleasant to the touch inspires confidence in the merchandise.

Would you like to know more about what Dennison has done for other products — and might do for yours? Call the nearest Dennison sales office or write

Dennison Manufacturing Company Box Division, Marlboro, Massachusetts





### HOLWEG

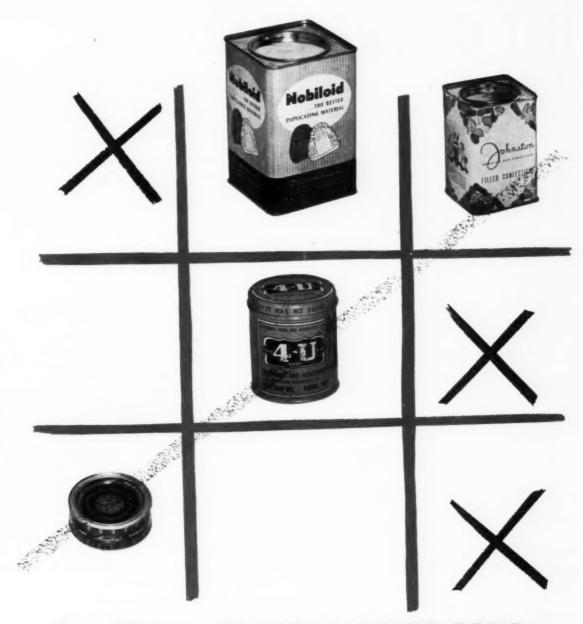
WITH PRIDE WE AN-NOUNCE THE LINKING OF TWO GREAT NAMES WITH THE FORMATION

Roto Bag-Holweg

### CONAPAC MACHINE COMPANY

AN ORGANIZATION DESIGNED TO BROADEN THE COVERAGE AND ENHANCE THE SERVICE TO USERS OF FLEXIBLE CONVERT-ING MACHINERY. THIS MERGING OF COMPLEMENTARY LINES WILL AFFORD THE MOST COMPLETE GROUPING OF CONVERT-ING EQUIPMENT AVAILABLE. AS AN INDICATION OF WHAT THE FUTURE HOLDS, SEVERAL ENTIRELY NEW DEVELOPMENTS IN BOTH LINES WILL BE SHOWN FOR THE FIRST TIME AT THE NA-TIONAL PACKAGING EXPOSITION, ATLANTIC CITY, APRIL 5-8 BOOTHS 811, 812, 817.

120 EAST 13TH STREET, NEW YORK 3, N.Y. • SPRING 7-6150



### You Always Win With OLIVE CANS

If you use lithographed metal containers, you win *five ways* by buying them from Olive Can Co., a leader in this field for over forty years.

Ordering from Olive Can puts you ahead of the game on design and service,

and on construction and lithography. And our time-tested, economical production methods keep your costs notably low. On request, we'll supply attractive samples which are suitable for packaging your product.

### Quality OLIVE CAN COMPANY Service

450 N. Leavitt Street . Chicago 12, Illinois

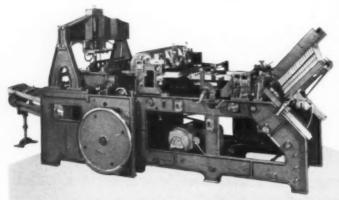
MANUFACTURERS . DESIGNERS . PLAIN . LITHOGRAPHED

**MARCH 1954** 



### HIT OF THE YEAR--

see it at the show!



We'll be in Booth 329

NATIONAL PACKAGING
EXPOSITION

ATLANTIC CITY, April 5-8

Drop in to see US

The New Model CM-2 High Speed Brightwood Produces 120 or more Finished Boxes per Minute



FIRST INTRODUCED early in 1953, the new CM-2 has more than justified the hopes of the considerable number of companies who already have them. In fact, the many new features, combined with famous Brightwood dependability and high quality production have made the new Model CM-2 High Speed Brightwood the hit of the year for those who are now producing boxes at double the speed of their old machines.

**THE NEW CM-2** glues and forms boxes from  $2 \times 2 \times 34$  deep up to  $14 \times 7 \times 31/2$  deep. It handles

two-piece boxes and covers, one-piece hinged-cover boxes and trays, for such varied uses as cigarette cartons, cheese boxes, waxpaper roll cartons, tapered trays for meats and display cartons.

feeders and glue applicators, plus an over-all design that makes change-over even simpler than on the Standard Brightwood, make the new Model CM-2 High Speed Brightwood the bright new star of the packaging industry. See it operate at the show — but if you can't be there, write today to **US** for full details.

U. S. AUTOMATIC BOX MACHINERY CO., INC.

Owning and Operating NATIONAL PACKAGING MACHINERY CO. \* CARTONING MACHINERY CORP.

122 ARBORETUM ROAD, ROSLINDALE, BOSTON 31, MASS.

Branch Offices: New York \* Chicago



### Beauty on paper

As the Cosmetic Industry has helped set new standards of loveliness for American women, so Oxford Papers have helped this industry achieve new freshness and appeal in its printed material.

In the form of labels, wraps, folders and other promotional pieces, Oxford Papers accurately capture every detail of color and form. Wherever beauty is a business, Oxford grades have proven fit foundation for packages and pages that sell . . . prove it for yourself.



xford Papers
HelpBuild Sales

OXFORD PAPER COMPANY, 230 Park Avenue, New York 17, N.Y. . OXFORD MIAMI PAPER COMPANY, 35 East Wacker Drive, Chicago 1, Ill. Mills at Rumford, Maine, and West Carrollton, Ohio



A supermarket's no place for a shrinking violet...



In supermarkets, packages are stacked on the shelves, and customers take their pick. The package that can't meet the colorful competition, fails to catch the shopper's eye, and loses sales. To be sure that your package isn't a shrinking violet . . . try gravure!

Gravure's finer screen gives faithful and accurate reproduction, puts added eye and appetite appeal on your packages, labels, wrappers. Gravure presses are faster, use less expensive inks and papers, cut printing costs. And gravure makes the most of board, paper, cellophane, vinyl and other materials.

We prepare your art and copy for gravure printing: make the color separations and the finished positives, engrave the cylinders and plates, provide color proofs for your approval, and to guide your printer.

Three hundred gravure craftsmen, in our three strategically located plants, work three shifts for faster service and earlier deliveries. And we process more gravure packages, labels and wrappings than any other company.

To be sure of the best results from gravure printing, rely on Intaglio for your gravure processing. To help move your package off supermarket shelves, our six offices are at your service. Call on us today.

### Intaglio Service CORPORATION

America's First Gravure and Letterpress Servicers

305 East 46th St., New York—731 Plymouth Court, Chicago—1835 Lewis Tower Bldg., Philadelphia— Intaglio-Cadillac, Inc., 4240-14th Ave., Detroit—260 Kearny St., San Francisco—1932 Hyperion Ave., Los Angeles

# VACUUM-FRESH CI

-another PLIOFILM success story





Mr. E. H. Dours, Sales Manager Phofilm Division The Goodyear Tire & Rubber Company, Inc. Akron, Ohio

Dear Mr. Dours:

For the past two years we have used Pliofilm lined bags in the packaging of our FLAME ROOM Coffee.

It soon became apparent that this was truly a revolutionary method of packaging coffee. We were convinced of Plioflim's ability to maintain the freshness of coffee and we realized the termendous sales possibilities of being able to give Mrs. Consumer absolutely fresh coffee at a definite savings. We have been able to sell the Plioflim lined bag 56 less than the one-pound tin due to the savings on this package.

We are so enthused over the success of our FLAME ROOM

Coffee packed in the one-pound Pilofilm lined bags that we
have recently ordered the two-pound size. We appreciate all
have recently ordered the two-pound size in developing this revolutionate cooperation you have given us in developing this revolutionary container and we are looking forward to a big future for ary container and we are looking forward to a big future for FLAME ROOM Coffee in Pilofilm lined bags.



RMMcGarvey/cf



Among all films, PLIOFILM is unequaled in its ability to control air and moisture content. That's why it is possible to package coffee vacuumfresh in PLIOFILM lined bags-at considerably less cost than metal containers.

If you're packaging coffee, cocoa, seasoning or

similar moisture-sensitive items, a PLIOFILM lined bag may well be a natural for you. The Goodyear Packaging Engineer will gladly give you all the technical advice and assistance you need. Write him at Goodyear, Pliofilm Dept. O-6418, Akron 16, Ohio.



Good things are better in

3-way protection against air, moisture, liquids We think you'll like "THE GREATEST STORY EVER TOLD" - every Sunday - ABC Radio Network - THE GOODYEAR TELEVISION PLAYHOUSE - every other Sunday - NBC TV Network No doubt about it!



### **Cheslene TF**

TREATED
POLYETHYLENE
FILM



Available to selected converters in



Flat Tubing



**Gusseted Tubing** 



Sheeting

INFORMATION? A new Cheslene Technical Information Booklet—a list of CHESLENE converters—yours promptly if you write. THE BEST INK ADMESION to polyethylene film is obtained by users of CHESLENE TF. This exclusive surface-treated film gives printing a longer lease on life. Packages retain impression, brilliance of color and clarity even after rough travel and long shelf time. Press runs are trouble-tree!

UNIFORMITY GÜARANTEES YIELD—CHESLENE'S uniformity sets a standard for the film industry. Full yield—pound for pound—meets specifications, guarantees maximum package output and safeguards costs.

EXTREMELY WORKABLE—manually or mechanically, users find CHESLENE film unexcelled in properties demanded in the toughest of packaging applications.

QUALITY BUILDS A FINE REPUTATION—Chester's control and care insures clarity and uniformity. CHESLENE polyethylene film never lets down on quality. For product protection, visibility, distinctive printability, be sure the polyethylene film you use is CHESLENE TF.

### CHESTER Packaging Products Corp.

284 NEPPERHAN AVENUE + YONKERS 2, N. Y. + YOnkers 8-6500 New York Office: 295 Madison Avenue + LExington 2-5048

### Get more protection for less

PAPERS FOILS FABRICS

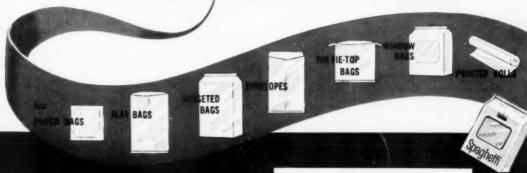
CELLOPHANE

OR GLASSINE

COMBINED WITH

CHESLENE POLYETHYLENE MAKE

### **Cheslam Combinations**



CHESLAM DIRECT EXTRUSION LAMINATION combines properties of polyethylene with those of papers, paperboards, fabrics, foils, other packaging films—enhancing each other structurally without dependence on adhesives, cements or binding agents. Thus, you may combine several materials into one—reducing weight and cost—speeding packaging time.

EXPERIENCE COUNTS MOST when producing laminations using polyethylene. Cheslam starts with the extrusion of superior CHESLENE film and ends with better combinations through technical skill and special equipment under careful control.

TECHNICAL ASSISTANCE is available to show how Cheslam laminates fit into your packaging picture. More than likely, Cheslam is long overdue for you.

### CHESCAM Corporation

DIVISION OF CHESTER PACKAGING PRODUCTS CORP 284 NEPPERHAN AVENUE + YONKERS Z. N. Y. • YONKERS B. 5500 a typical Cheslam product

### Cellothene FILM LAMINATE OF

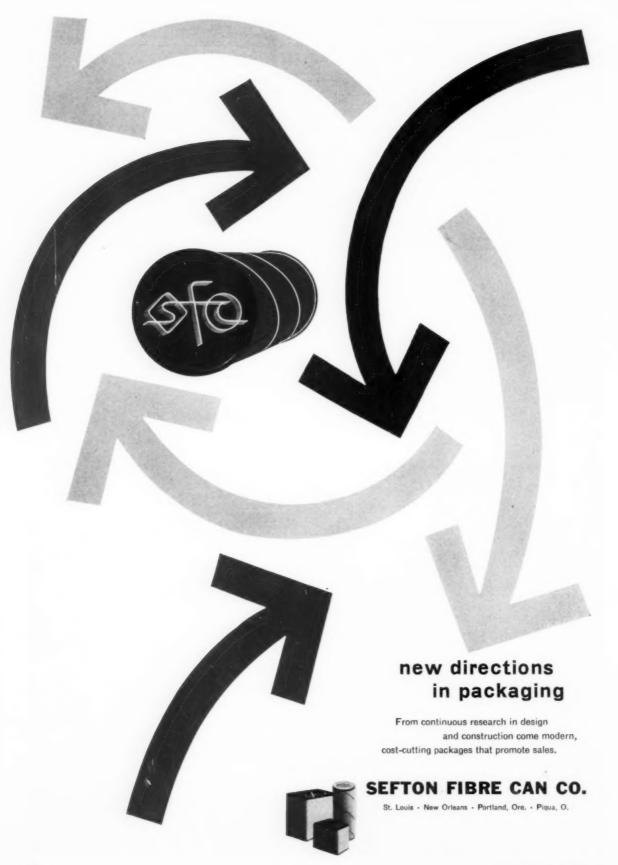
POLYETHYLENE / CELLOPHANE

A direct extrusion lamination of polyethylene with cellophane. Tough, flexible, leak-proof, resistant to chemical agents and solvents, workable, clear, easily printed—CELLOTHENE has unlimited applications for packaging foods, pharmaceuticals, cosmetics, soft goods.

CHESTER AND CHESLAM AT THE SHOW

SPACE 925-927







### TRY NEW EDERAL C-62 ADHESIVE

Here's another "tailor-made" glue from the famous Federal laboratories. You'll find it solves many difficult problems such as listed above -better...faster...more economically. Federal C-62 can be applied by hand or machine possesses excellent machining qualities on both semi-automatic and fully automatic equipment. including the New Jersey Labelrite machine.



similar to those listed above, try this fast-tacking

glue that's ready for use in all types of rotary machines. Possesses excellent machining qualities on both semi-automatic and fully automatic equipment, including the New Jersey Pony Labelrite machine.

Complete line of Glues, Pastes, Gums, Resins

Glues to meet all Government Specifications



Visit our BOOTH 1239 At the Packaging Exposition • Headquarters: Hotel Shelbourne

### **POTDEVIN Packaging Equipment**

Reduces Manufacturing Costs!

Speeds-up Production!



Improves Quality!



High speed production of 11"x6"x2" shopping bag or multi-wall baler bags.



Ductor roller design in 6, 9, 12 and 15 inch widths.



CELLOPHANE **BAG MACHINERY** 

Models for single, duplex, flat-and-square, satchel-bottom bags.



S.O.S. GROCERY **BAG MACHINES** 

Converts rolls of Kraft or sulphite paper into finished, trade-marked bazs. Adjustable for ¼ lb. to 35 lb, inclusive.



Wide range of types and sizes including one to six colors for drinking cup paper, coffee, sugar, flour bags, cellophane, glassine, parchment, etc.



Automatically feeds applies glue, dries and delivers to next

station for further processing. Adjustable up to 21" wide.



FLAT & SQUARE (Tucked) PAPER BAG MACHINES

High speed production of grocery, notion, millinery, shipping container and large specialty bags. Adjustable for large range of sizes.



For any type hot or cold material. Sizes up to 46 inch widths and larger for sheet or roll coating.



High speed combining of

glued materials up to ' thick and 30" wide. For hand feeding flat sheets or in production line for web materials.



COLLAPSIBLE TUBE LABELERS

Applies 32 slip labels per min. to collapsible tubes, Automatically forms label and ejects label on tube. Machines for \( \frac{1}{16}, \frac{1}{4}, \frac{1}{2}, \frac{1}{2} \) ounce tubes.



Thermoplastic labelers in 1, 2, 3, 5 and 10 cc sizes. Hopper automatically feeds vial or ampule for labeling and coding. SACK (Satchel-Bottom) PAPER BAG MACHINES

Wide range of sizes for making single or multi-wall poultry, charcoal, potato, flour sacks and shopping bags.

See the latest POTDEVIN developments at the Packaging Show. Visit Our Booth #366



POTDEVIN has been designing and building superior quality equipment for the

244 North St., Teterboro, N. J.



Designers and manufacturers of equipment for Bag Making, Printing, Cooting, Laminating, Glaing and Labeling.

## Americans, it seems, are all washed up

0

America's production of soap and synthetic detergents in 1952 was up 22.5% over 1940. More impressive than this percentage of increase was the actual figure for total production in 1952-close to 4000 million pounds. Even for a country the size of ours, that's a lot of soap, however you figure it.

Almost all soaps reach retail outlets packed in corrugated containers because they provide ample protection at reasonable cost. A healthy proportion of these shipping cartons are fabricated by converters who use MEAD .009 Corrugating Medium, made of chestnut and other hardwood fibers, combined with MEAD Kraft Liner. The result is a strong and rigid product with an easy-on-the-budget cost.



NEWARK 2, N.J.

DETROIT 35, MICH 18045 James Couzens Highway LYNCHBURG, VA.

CHICAGO 30, ILL. 6124 No. Milwaukee Ave



THOR CORP., GLADIRONS



GARDEN GROVE, CITRUS FRUITS



**UARCO, INC., BUSINESS FORMS** 



ENTIAT, APPLES



**EXCELSIOR, BICYCLES** 



CANDYLAND, CANDY



**AVON PRODUCTS, COSMETICS** 



HARRISON, STEEL CABINETS



PINNACLE, FRUIT PACKERS



### NINE WAYS TO CUT PACKAGING COSTS ...with international staplers!

Nine different companies . . . nine different problems. Yet, all of these companies found a common solution in the versatility, economy and dependability of International Stapling Machines. More than twenty different models, from simple and efficient hand operated portable models to the last word in completely automatic equipment, are available to meet your packaging needs. They have saved other companies from \$11,000 to more than \$28,000 per year . . . as high as eight times their cost.

the Royal Family of Packaging

Check these advantages: International staplers are fast \* Staples do not hide ad copy \* Safe, strong closures \* Pilfer-proof closures \* Save working space \* Save manpower \* Save material \* and they meet shipping regulations.

Investigate these money and time saving "packaging experts" today! Write for bulletin C-201, 12 page complete line catalog, or tell us your special problems.

International Staplers

International Staple & Machine Company 806 East Herrin Street, Herrin, Illinois

### Satisfaction rests on the carton



simply that she can trust them to look good and taste good when she serves them. One of the safeguards upon which she depends,

probably without ever thinking about it, is the shipping carton that carries her vegetables from packer to retailer. Libby, McNeill & Libby is among the many food processors for whom Union corrugated shipping containers continue to do 2n unheralded but important job.



UNION BAG & PAPER CORPORATION

CORRUGATED CONTAINER DIVISION . Box Plants: Savannah, Ga., Trenton, N. J., Chicago, III.

Eastern Division Sales Offices: 1400 E. State St., Trenton 9, N. J. • Southern Division Sales Offices: P.O. Box 570, Savannah, Ga. Western Division Sales Offices: 4545 West Palmer, Chicago 39, Ill. • Executive Offices: Woolworth Bldg., New York 7, N. Y.



See us on the Stage -BOOTH 378

An Original Shaw-Randall Creation

> NATIONAL **PACKAGING** SHOW

for jewelry, candy, silverware, hardware, textiles and other merchandise which depends on eye-appeal for salability.

Shaw-Randall Transparent Packaging is now selling for many of the country's smartest merchandisers.

### SHAW-RANDALL COMPANY

Affiliated with Shaw Paper Box Company PAWTUCKET, R. I.

In New York City - 51 East 42nd Street



## Time stands still inside your package . . .

Does every tick of the clock rob your product of a fractional share of its original goodness?

If your product is painstakingly perfect the day you pack and ship it, will oxidation, moisture or light steal some of that goodness before it reaches the consumer?

Such loss need not occur...not in this age of scientific packaging. Today's packaging engineer has dozens of flexible materials to choose from. Each has its own unique protective characteristics. By combining several layers of these materials into a single sheet, Acmeflex allows you to handpick the protective qualities you need.

Acmeflex is available in an almost unlimited range of combinations...transparent films, metallic foils, plastic-coated papers, combinations of all three! You specify the protective and visual goals of your packaging, we do the rest. Acmeflex can be printed to your specifications and is delivered on webs for high speed packaging equipment.

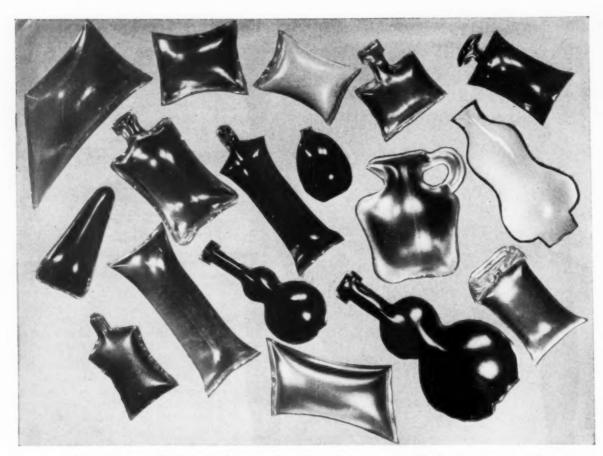
### **ACMEFLEX**

The barrier packaging that defies the elements.



SEND FOR THE ACMEFLEX CATALOGUE today. It contains samples of typical Acmeflex combinations together with their protective specifications.

ACME BACKING CORPORATION Meadow and Bogart Streets, Brooklyn 6, N. Y.



The above illustrates just a few liquid or paste-filled packages and collapsible tubes in different shapes which have been produced by the RADO PROCESS.

We will pack your products in packages of your own design, decorate them with embossing, and print them in up to five colours.

### RADO PACKAGING SYSTEM

British Patent Nos. 599,174, 599,183 and 675,073 U.S.A. Patent Nos. 2,530,400 and 2,517,027 PATENTS IN 36 OTHER COUNTRIES AND FURTHER PATENTS PENDING

#### TECHNOPOL LABORATORIES LIMITED

Tel: ClErkenwell 9452-9453

212 St. John Street, LONDON, E.C.I, England

Cables: Telabor, London

#### Packaging Service Stations:

S. AFRICA UNIVERSAL PLASTIC PACKS (PTY.) LTD. 43/44, Menteith House, Smith Street, DURBAN.

SWITZERLAND GISIGER & CO. A.G.
Office: Pelikanstrasse 37
Zürich I
Tel: 051.27.24.47
Factory: Obfelden.

### ITALY GISIGER & PATRIZI S.p.A. Piazza Santa Felicita 4 Firenze, Tel. 295040

AUSTRALIA DIE CASTERS LTD. 126 Cromwell Street Collingwood N.5.,

GERMANY VERPACKUNGS-TECHNIK G.m.b.H. Frankfurt a/M. Holzhausenstrasse 13.

### FRANCE

(Algiers, Tunis, Morocco) E. P. (Soc. d'Emballages S. E. P. (SOC. u Embana.
Plastiques)
Office: 87 Rue Notre-Damedes-Champs,
PARIS 6e. Phone
ODEON 71-33.
Factory: 24 Avenue de la
Republique, CHATOU,
France. Tel: 274.

### AUSTRIA

Tupla Gesellschaft, Vienna IV., Wiedner Haupstrasse 8 Telephone: A 34067

#### BELGIUM

(Holland, Luxemb'g, Belgian Congo)
S. E. P. (Soc. d'Expansion des
Matières Plastiques)
Office: 41 Rue de la Vallee,
GAND.
Tel: 594.96.
Factory: 68-7 Rue de l'Agrafe,
BRUSSELS.
Tel: 22,19,32.

TECHNOPOL PACKAGING SERVICES, 81/2 Aungier S DUBLIN. Tel. Dublin 53524 Street.

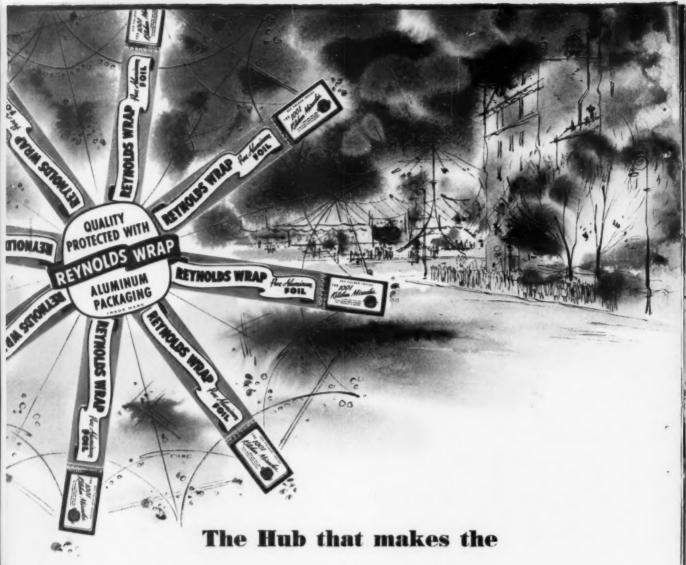


he Greatest Sales
Show on Earth!









# Sales Wheel turn faster REYNOLDS WRAP ALUMINUM PACKAGING SEAL

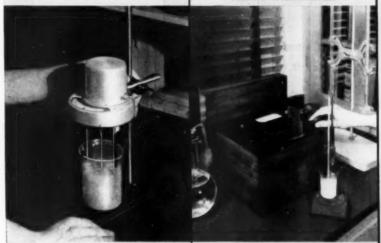
The name Reynolds Wrap translates the scientific superiority of Reynolds Aluminum Foil packaging into terms the shopper instantly understands. Reynolds Wrap is what keeps her foods fresh at home. Now the Reynolds Wrap Aluminum Packaging Seal tells her that here's her favorite food-protector on the job . . . all the way from factory to kitchen. It's Reynolds Wrap . . . aluminum foil as she knows it best . . . protecting quality as only aluminum can. More and more manufacturers are putting this Seal on their packages! Write for information.

Reynolds Metals Company, General Sales Office, Louisville 1, Kentucky.



Accurate weighing of raw material san ples preparatory to quantitative analysis.

Thermastatically controlled drying oven used in one test to assure high standards of raw materials.



Operating a Brookfield Viscometer used in control tests of viscous adhesive products.

Determining the pH of a dextrine by means of a glass electrode potentiometer.



PAISLEY'S SCIENTIFIC LABORATORY CONTROL OF MANUFACTURE INCLUDES
TESTS FOR THE FOLLOWING QUALITIES AS REGULAR PROCEDURE:

Tests of raw materials

Proper proportioning of ingredients, order of admission to the batch, mixing speed, temperature of cooking, conversion time and cooling.

Standardization of viscosity Standardization of body

Solid content (Specific Gravity)

Cohesive spread (Machinability — Brush-ability — Sprayability, etc.)

**Emulsion stability** 

oH Control

Uniformity of color

Drying time Duration of "tacky" state

Bonding strength (on materials to be joined)

—Wet bond strength—Dry bond strength Non-Warp qualities (when required)

Penetrating qualities

Coverage per gallon

Storage life Aging qualities

Water resistance (when required)

Climate resistance (heat, cold, relative humidity-when required)

Flexibility (when required)

Stiffness-Brittleness (when required)

Selection of proper shipping container (glass, tin, wood, lined drum, etc.)

### How Efficient Are The Adhesives You Use?

he PAISLEY scientific selection of Adhesives has saved up to 25% on some manufacturing and packaging costs. Chances are we can help YOU to realize new profit from your adhesive operations by saving waste, increasing production speed and cutting costs.

More and more users are considering Adhesives not merely as a supply item but as a production tool that can be efficiently designed to fit every product manufacturing and labeling operation. They are buying adhesive performance . . analyzing time and waste and labor saved as well as invoice cost.

The valuable aid of our skilled staff of adhesive engineers is yours without cost. Ask them for help on your specific problem today!

#### SCIENTIFIC CONSULTING SERVICE

Free!

Write for our "Adhesive Operation Data Sheet"—Return it promptly with all in-formation asked for. This Data Sheet is your guide to getting the ONE best, most efficient Adhesive for the specific operation you describe. Trial shipment will be sent ON APPROVAL if desired. This skilled laboratory service does not obligate you. It's the SURE. the MOD-ERN way to buy Adhesives!

# PRODUCTS INCORPORATED

1770 CANALPORT AVENUE, CHICAGO 16, ILLINOIS . PHONE CANAL 6-2219 630 WEST 51st STREET, NEW YORK 19, N.Y. . PHONE COLUMBUS 5-2860

Manufacturers of Glues, Pastes, Resin Adhesives, Cements and Related Chemical Products

# It's perfect

for wrapping all moist foods!



The perfect protective wrapping for all moist foods is West Carrollton Genuine Vegetable Parchment. It's the *sure* way to protect original food flavor and aroma.

Protect your product with this pure vegetable parchment that is Odorless, Tasteless, Insoluble, Grease-resistant and Strong (wet or dry). We're ready to design and print exactly the wrapper you need, in attractive colors, using special inks. Write us.

West Carrollton
GENUINE VEGETABLE
Parchment

WEST CARROLLTON PARCHMENT COMPANY

WEST CARROLLTON, OHIO

\$ALES OFFICES: New York, 99 Hudson St. . Chicago, 400 West Madison St.

DRY WAXED

BUTTER WRAPPERS

BUTTER TUB LINERS & CIRCLES

BUTTER BOX LINERS

BAKERY PAN LINERS

MILK & ICE CREAM CAN TOPS

SLICED BACON WRAPPERS

VEGETABLE SHORTENING CARTON LINERS

LARD CARTON LINERS

FRESH FILLET WRAPPERS & INSERTS

CELERY WRAPPERS

MEAT WRAPPERS

LINERS FOR MEAT TINS

POULTRY WRAPPERS

CHEESE WRAPPERS

TAMALE WRAPPERS

RELEASE PARCHMENT

TRI-3-WRAP FOR SMOKED MEATS

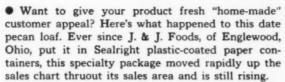
MARGARINE WRAPPERS

MANY OTHERS

Look what's happening to a date pecan loaf!



YOU CAN
BAKE and SELL
IN THE SAME



CONTAIN

In fact these new Sealright plastic-coated containers are doing great things for a great many new Sealright friends. Let a Sealright man tell you about it.



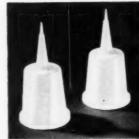
Plastic Coated Containers

Oswego Falls Corp. — Sealright Co., Inc., Fulton, N. Y., Kansas City, Kansas — Sealright Pacific, Ltd., Los Angeles, California — Canadian Sealright Co., Ltd., Peterborough, Ontario, Canada.



| Fulton, N. Y.  | mrae                                    |
|--|---|
| Please send me samples o<br>on Sealright's newest idea |   |
| Name   | Title                                   |
| Company Name   | *************************************** |
|  |   |
| Address  | ***********                             |

SEALRIGHT CO., INC.





# NOBODY HAS AS MUCH EXPERIENCE AT MOLDING POLYETHYLENE AS



# TUPPER!

The logical molder for you to consult regarding that product or package of yours which is to be made of polyethylene is Tupper. Tupper has done more than any other molder to make molded polyethylene a practical reality.

Aside from having designed, patented, and promoted successful seals, closures, and dispensers for polyethylene containers, the Tupper Corporation has vast experience in every phase of polyethylene packaging and polyethylene injection molding. This experience will be of major importance in improving your product, in reducing your costs, when Tupper goes to work for you.

Tupper's combination of experience, technical ingenuity, and the most modern equipment is at your service for the custom molding of your product in polyethylene. You can do no better than the best ... and the best at molding polyethylene is Tupper!



Tupper Seals are air and liquid-tight flexible covers. The famous Pour All and Por Top covers are designed for easy dispensing. They are made in sizes to fit all Tupperware containers.







When equipped with Tupper Seals, Tupper Canisters, Sauce Dishes, Wonder Bowls, Cereal Bowls and Funnels in various sizes are the most versatile reusable containers you have ever seen.

#### UPPER!

### TUPPER CORPORATION

Manufacturers of — CONSUMER, INDUSTRIAL, PACKAGING AND SCIENTIFIC PRODUCTS

Factories, Laboratories and Sales Offices: Farnumsville, Mass., Orlando, Fla., L'Epiphanie, P.G. Showrooms: 225 Fifth Ave., N. Y. C.

Address all communications to: Dept. MP-3

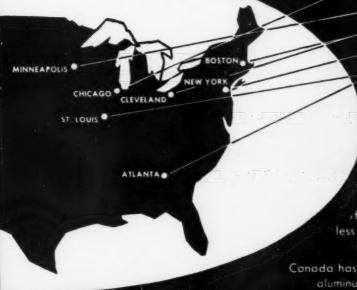
# TUPPER PRODUCTS MINIMARE FULLY PROTECTED

About 150 United States and foreign patents and patents applied for, plus numerous trademarks and copyrights, cover the design and manufacture of the various types of Tupper Seals and other Tupper Products. Unauthorized manufacture of items covered by Tupper patents will subject infringers to prosecution.

# CANADA

... an alternative source for

# ALUMINUM



Canada, a leading world producer of aluminum, offers American manufacturers outstanding advantages as an alternative source of aluminum foil.

Aluminum Rolling Mills Limited, Canada's foremost rollers of aluminum foil, are located less than 150 miles from the border, within easy reach of the industrial heartland of America.

Canada has no restrictions on the use and application of aluminum so Alrol Aluminum Foil can be obtained at all times at competitive prices.

1 3 week delivery is assured for Aluminum Rolling Mills Limited have complete foil rolling facilities under one roof—from casting of the raw ingot right down to production of the finished foil.

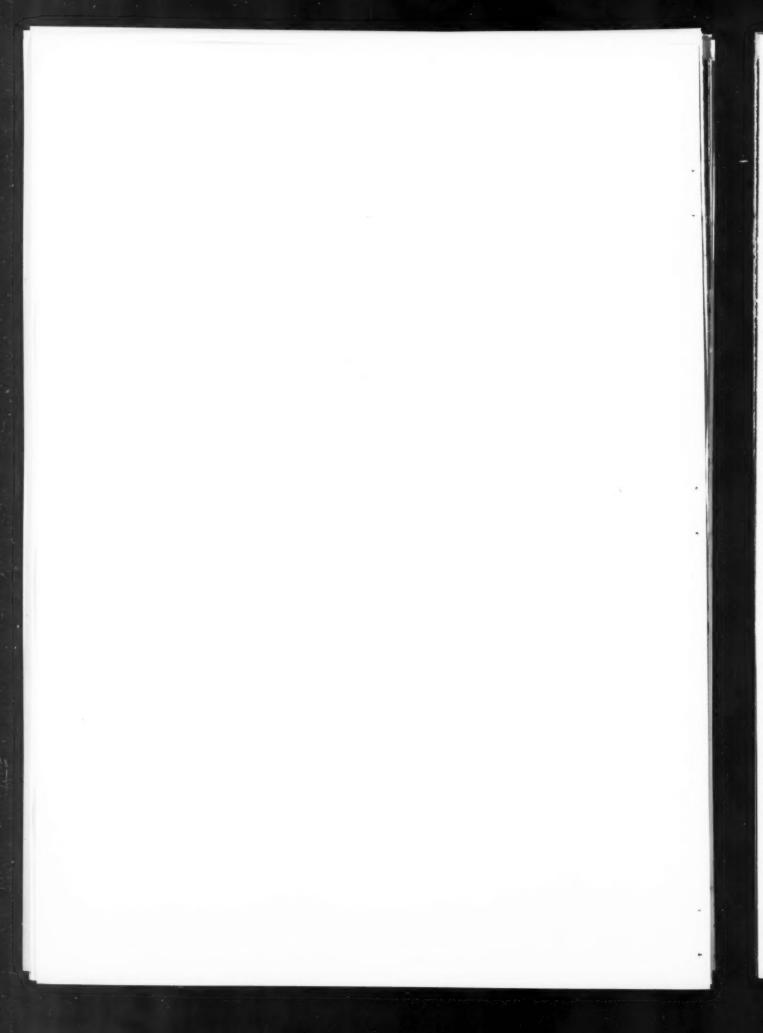
Arrange for your alternative source of aluminum foil now Write or wire for complete information

# ALUMINUM ROLLING MILLS LIMITED

Executive offices & plant: Cap-de-la-Madeleine, Que., Canada

Printed in Canada

Cable addresses: "LAPACO" and "ALROL"



### Introducing the NEW Thermatron

# Thermatron NIGH PREDUENCY SEALING AND HEATING EQUIPMENT

# Acetate and Vinyl Packaging Machine

# ELECTRONIC CONTOUR PACKAGING OF PLASTICS IN A SINGLE OPERATION!

Small items such as golf balls, razor blades, cosmetics, drug items, etc. can now be contour packaged in a single economical operation on the new Thermatron acetate and vinyl packaging machine which consists of a Thermatron high frequency sealing generator, sealing press and a turntable.

Acetate, rigid vinyl or a combination of rigid and soft vinyl may be used to create a package that is individual, attractive and practical. Eye appeal plus low cost make contour packaging the Thermatron way a must.



### THERMATRON

As many units as the THERMATRON generator can handle electronically are sealed in one operation, and in the case of golf balls that's three at a time. Sealing rate varies between 12 and 20 operations a minute, and ejection of the package may be automatic or manual. The entire machine is shielded and certified to conform to F.C.C. requirements.

For further information and specifications without obligation, write for Bulletin M-7.



Razor blades and drugs, etc. can be attractively dispayed in these THERMATRON sealed plastic containers. Single items may be removed without spoiling the individual packages.



RP

Thermatron Division

RADIO RECEPTOR COMPANY, INC.

Since 1922 in Radio and Electronics

SALES OFFICES:

New York 11: 251 West 19th St. . Chicago: 2753 West North Ave.

New York Telephone: WAtkins 4-3633 • Factories in Brooklyn, N.Y.



### ONLY OXY-DRY GIVES YOU ALL THESE ADVANTAGES

- Uniform offset prevention on all types of work
- Positive powder control—with new micrometer speed adjustment
- Elimination of static electricity from sheets permits easy flow of work
- Fast drying of ink and uniform, full free flowing loads
- Time and labor saved from cleaner, more efficient operation
- No dust hazard—powder is fully-endorsed health factor

OXY-DRY rollers are now furnished with positive powder control etched surface. Eliminates "down-time" for costly labor time sanding, permits operation of sprayer for far longer time without service of any kind except to refill with OXY-DRY powder...one of a parade of improvements you can expect only from OXY-DRY research and development.

nature knows how to package for beauty and protection . . . .



so does RICHARDSON TAYLOR · GLOBE



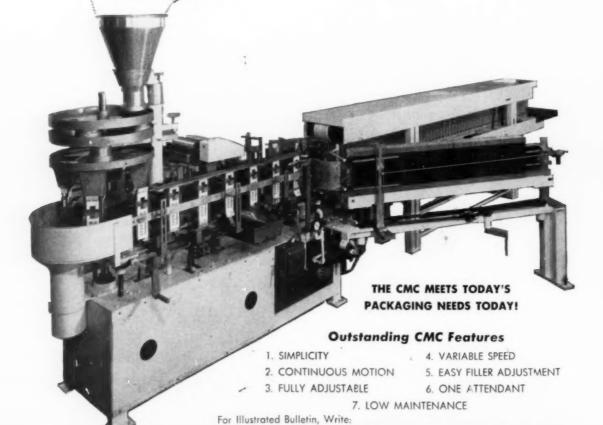
cincinnati

# INTO THE CMC HOPPER GO PRODUCTS OF SUCH OUTSTANDING FIRMS AS . . .

AMERICAN RICE GROWERS CO-OP NATIONAL ALUMINATE CORP. NATIONAL CRANBERRY CO. A. PALAZZOLO COMPANY DELMONICO FOODS, INC. BUITONI MACARONI CO. RUDY-PATRICK SEED CO. GENERAL FOODS CORP. MELETIO SEA FOOD CO. IDEAL MACARONI CO. RAVARINO & FRESCHI JOHN B. CANEPA CO. THE CREAMETTE CO. DOYLE PACKING CO. QUAKER OATS CO. OSTBERG SEED CO. MORTON FOODS H. C. KNOKE CO. BIRKETT MILLS LITE SOAP CO.

they are swiftly and
efficiently packaged by

CMC-- the CONTINUOUS
AUTOMATIC CARTON FILLING
and SEALING MACHINE



### CLYBOURN MACHINE CORPORATION

6479 North Avondale Avenue, Chicago 31, Illinois

# Stop the Eye... Start the Sale ...



You've just made a sale. Her eye was caught by your product in its distinctive blue bottle and she's going to buy. That's not strange. Maryland Blue is a powerful salesman. It stops the eye in the store... invites use in window and counter displays... acts as a constant reminder in the home. It imparts to your product the integrity and quality that has been associated with blue through the centuries. See for yourself why leading firms utilize Maryland Blue's rich color as an advertising, merchandising, and selling tool.

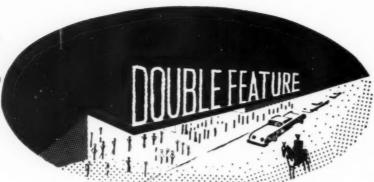
Write for samples today. No obligation, of course.

Maryland Glass Corporation, Baltimore 30, Maryland.

Pack to attract in Maryland Blue

Also available in clear glass

**Enjoy** the...



... Advantages of Low Cost

# 4 COLOR PRINTED STANDARD COLORS ARE RED, BIUE, YELLOW AND BLACK **KRAFT GUMMED SEALING TAPE**

# FEATURE 1

Every carton and package leaving your plant carries your 4-colorful advertising message everywhere. (Our creative art staff will skillfully prepare art work to fit your particular needs. Free Ideas and sketches submitted with 25 Bundle minimum orders.)



#### **EXTRA** ADDED ATTRACTIONS:

- ★ Dust and dampness are locked out
- ★ On-To-Sta Tape Seals and remains perfectly flat
- ★ The uniform quality of On-To-Sta Kraft Sealing tape is protected in waterproof wrapping paper

Your packages are padlocked with your company's name they're pilferage proof.

BRANCH OFFICES: PHILADELPHIA . PITTSBURGH . CHICAGO . BUFFALO . BOSTON . HAVANA

X



#### **Charles Darwin**

on false facts vs. false views

injurious to the progress of science, for they often endure long; but false views, if supported by some evidence, do little harm, for everyone takes a salutary pleasure in proving their falseness; and when this is done, one path towards error is closed and the road to truth is often at the same time opened.

(The Descent of Man and Selection in Relation to Sex, 1871)

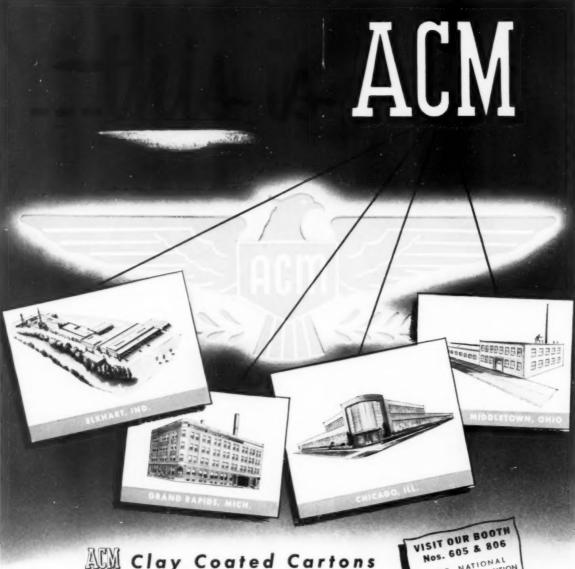


CONTAINER CORPORATION OF AMERICA

Artist: Hans Moller

**MARCH 1954** 

47



AM Clay Coated Cartons Plastafol Cartons Foiline Cartons

ACKAGING EXPOSITION ATLANTIC CITY

AM Bottle and Can Carriers

Complete Packaging Service for Every Industry!

rages • Plastics • Tobacco • Soap • Rubber • Medicinal

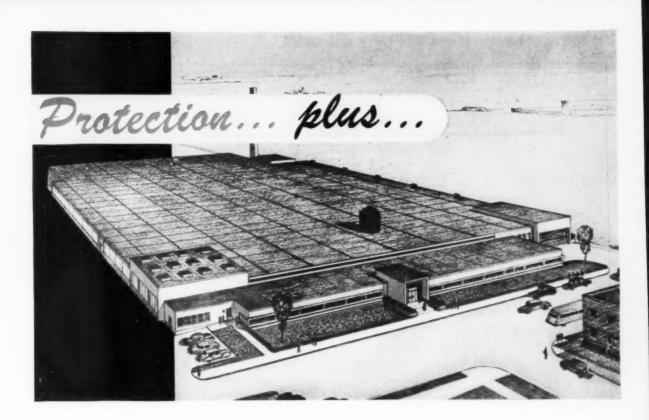


ROBERT GAIR COMPANY, INC.

AMERICAN COATING MILLS DIVISION CLAY COATED BOXBOARD

ACM CARTONS

General Sales Administrative Offices 228 North LaSalle Street, Chicago 1, Illinois



CENTRAL'S Papers of Protection and Designs of Prestige are being produced for many of the country's leading food packagers.

Producers of LUSTRE SEAL and HI-SHEEN Coatings , . . which give your package longer and more attractive shelf life.

Manufacturers of WAX-SAX . . . the HEAVILY WAX LINED bag.

Whatever your needs may be in printed or plain WAXED PAPERS, printed or plain WAXED GLASSINE, printed CELLOPHANE or BAGS—let CENTRAL'S service take care of your requirements.

### GENTRAL

TELEPHONE MANSFIELD 6-2710



### WAXED PAPER COMPANY

CREATORS AND MANUFACTURERS OF QUALITY WAXED PAPERS

CHICAGO 50, ILL.

Schoettle Case Histories:





true story of a

## Purchasing Agent in a Lather

CASE HISTORY The 200,000 folding paper boxes that this company\* ordered were ready—and then the Purchasing Agent phoned. He was really in a lather! A raw material used in the manufacture of the product became suddenly unavailable and the boxes were useless. What could we do about it, he pleaded. We resold these boxes to another customer at no loss to the manufacturer for whom they were originally made. We work hard to get customers. We work hard to keep customers, that's why purchasing agents love us!

CASE HISTORY A large electric supply company\* required an original construction of a folding paper box in which to ship bolts, nuts and screws; and also provide a dispensing bin on the shelf. The purchasing agent worked himself into a lather trying to figure out a box that could do a "complete" job. Half a dozen manufacturers submitted "Goldbergs" that were totally impractical. Finally he did what he should have done immediately—call on Schoettle. In short order, Schoettle produced a box that was praised very highly and the Purchasing Agent relaxed and smiled again.

• Whether it's speed or ingenuity, depend on Schoettle to produce! We specialize in "unlathering" purchasing agents . . . we never let them down! For quality folding paper boxes—as you want them—when you want them, depend on Schoettle!

name on reques

EDWIN J. SCHOETTLE CO.

Designers and Manufacturers of Paper Boxes with Buy Appeal

# Miss Atlantic City invites you.

"Come see the most beautiful flexible packages in the world...printed with BBD FLEXOGRAPHIC INKS, of course!"





### Booth 360

**National Packaging Exposition** 

**Atlantic City** April 5-8

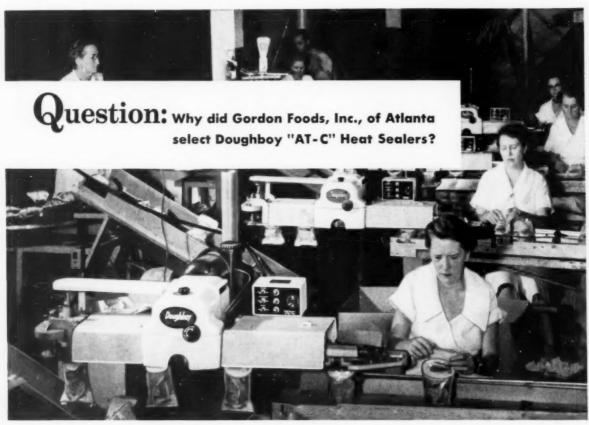


## Bensing Bros. and Deeney

Flexographic Ink Specialists

PHILADELPHIA · CHICAGO · LOS ANGELES CAMBRIDGE, MASS. · MONROE, LA.

Export: McLAURIN-JONES CO., New York Canada: MANTON BROS., Toronto



# Answer: Because only Doughboy offers all these packaging features!

- Extra-legible code dating—essential in packaging perishable food products.
- 2. Super speed—up to 90 packages per minute.
- Versatility—handles wide range of materials, from heavy laminates to cellophane, glassine, and wax type bags.
- 4. Efficient operation—with hole punching devices, bag folding unit, pre-heaters and compression section for tighter seals.

No wonder Gordon Foods, Inc., says: "The Doughboy 'AT-C' Heat Sealers recently in-

stalled in our production line have proven to be very satisfactory." The "AT-C's" high speed, easy-to-read code dating help this leading Atlanta food packer to produce record numbers of eye-catching packaged foods.

Work with bulky materials? Then you want the lightweight Doughboy Power Hand Sealer for efficient manual operation. For sealing polyethylene bags, as used by produce packers and confectioners, Doughboy's Continuous Band Sealer is especially recommended. Write for full details on the complete Doughboy line to



See you at the Atlantic City

**PACKAGING SHOW!** 

Doughboy exhibit and representatives in

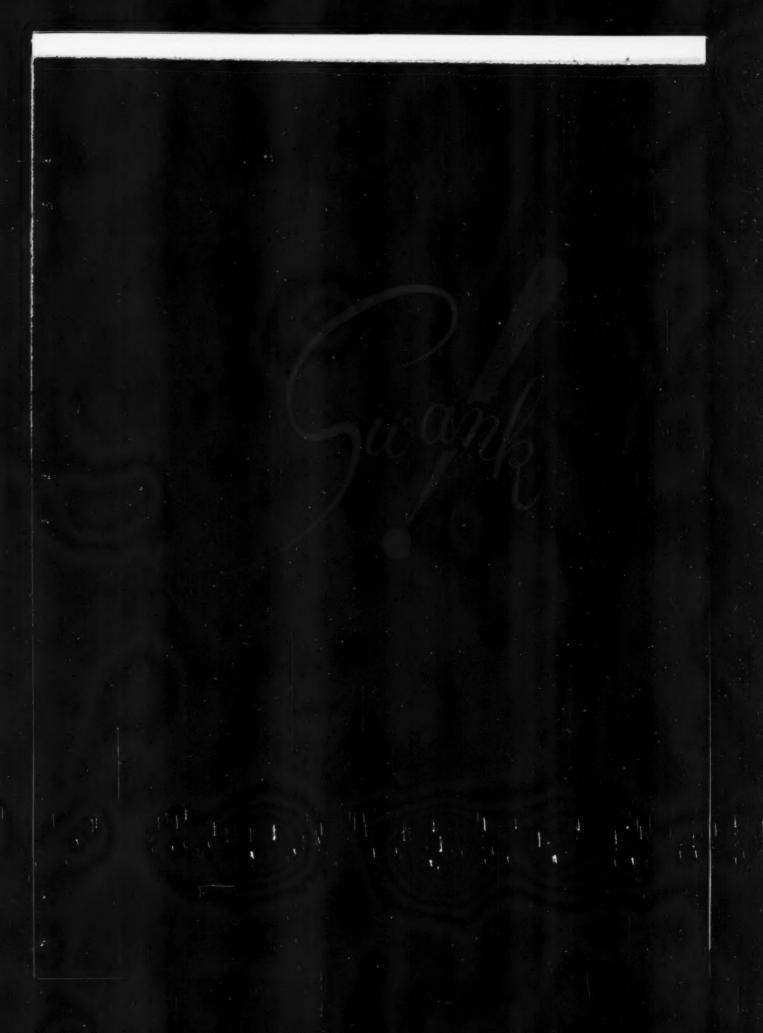
**BOOTH 667** 



DOUGHBOY INDUSTRIES, INC.

Mechanical Division

New Richmond, Wisconsin



DRUM FINISHED







# Not when you use KIMPAK\* 301!

New Kimpak 301 will end the costly damage caused by leakage in shipments of chemicals. With its ability to absorb up to 16 times its own weight in liquids in a matter of seconds, New Kimpak 301 eliminates the risk of leakage, due to broken containers or faulty closures, that can spoil an entire shipment of chemicals. And it fully meets postal regulations requiring an absorbent cushioning in Parcel Post shipments of liquids. Kimpak 301 costs no more than ordinary materials.

1. Kimpak 301 is a shock absorbing creped wadding, uniform in thickness to provide equal protection around the entire bottle, jar or tube.

2. Kimpak 301 is an absorbent material of unusual capacity. It will absorb at least 16 times its own weight in liquids, affording complete protection in compliance with Parcel Post regulations.

3. Kimpak 301 has a fast rate of absorbency ... up to its full capacity within 30 seconds, before the rest of the shipment is damaged.

Leakage is but *one* of the problems encountered in chemical packaging. Specify New KIMPAK 301, and these problems are solved. For more details, contact the KIMPAK distributor in your area, or mail the coupon below.

#### SPECIFY KIMPAK 301 TO SOLVE THESE INTERIOR PACKAGING PROBLEMS:

Leakage

Breakage

Conformability

Ease of handling

Appearance

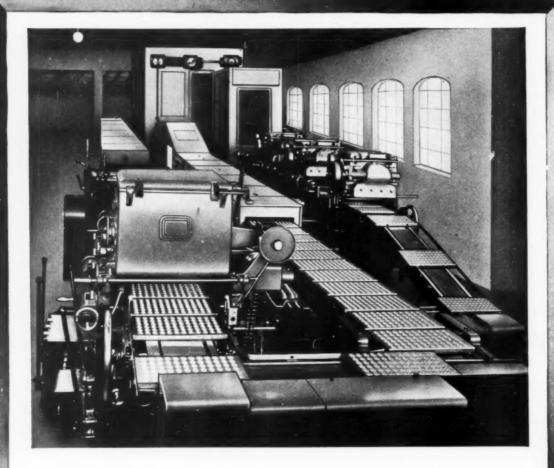
Cleanliness

Whatever your protective interior packaging requirements, there is a Kimpak specification that does the job...better!



A Product of Kimberly-Clark

| Kimberly-Clar<br>Neenah, Wiscoi | K CORPORATION  | Dept. MP-34            |
|---------------------------------|--|------------------------|
| provide better p                | to learn how new<br>rotection at lower co<br>nplete information. |                        |
| Name                            | ***************************************                          |                        |
| Firm                            |  | ********************** |
| Street Address.                 |  |                        |
| City                            | Zone   | State                  |



Front View of a LOESCH-Choco-Shell Installation; on the left side the chocolate line; on the right side the cream line with the vertical coolers etc.

#### LOESCH - Choco - Shell - Plants

for the continuous and automatic manufacture of filled chocolates and bars of every type and style.

#### LOESCH - Choco - Shell - Plants

are also able to handle very stiff fillings such as toffee, marshmallow etc.



# GEVEKE & COMPANY, INC. 25 BROADWAY, NEW YORK 4, N. Y.

MANUFACTURERS' REPRESENTATIVES . SPECIALIZED MACHINERY AND EQUIPMENT . FOUNDED AMSTERDAM 1876 .

# HESSER

hibit in Atlantic City booth 1022

a new cocoa filling unit and are at your entire service with our whole program which includes:

- Weighing
- Wrapping
- Bundling
- Printing
- Packaging

Exclusive Agents for the U.S.A.

GEVEKE & CO., INC

25 BROADWAY, NEW YORK 4 N.Y.

FR. HESSER MACHINE BUILDERS A.G.
STUTTGART-BAD CANNSTATT • GERMANY



# Oh Boy! The kind I like!



\* Shupak's Cucumber Pickles and Shu-pikl Cucumber Spears are just two of the tasty items packed by Louis Shupak Company, Phila., Pa.

Shupak's Pickles are sealed with Crown Screw Caps. These closures have the famous Deep Hook Thread. They spin on with ease on the production line... spin off without strain in the consumers' hands. When you're ready to order closures again... check up on Crown products... get the facts on the advantages they offer you. Ask about the Crown Vacuum Lug Cap, too. Crown Cork & Seal Company, Inc., Baltimore 3, Maryland. World's Largest Makers of Metal Closures.

# CROWN CLOSURES

Approved by millions of housewives

# another Chaspec Winner

# Calvert

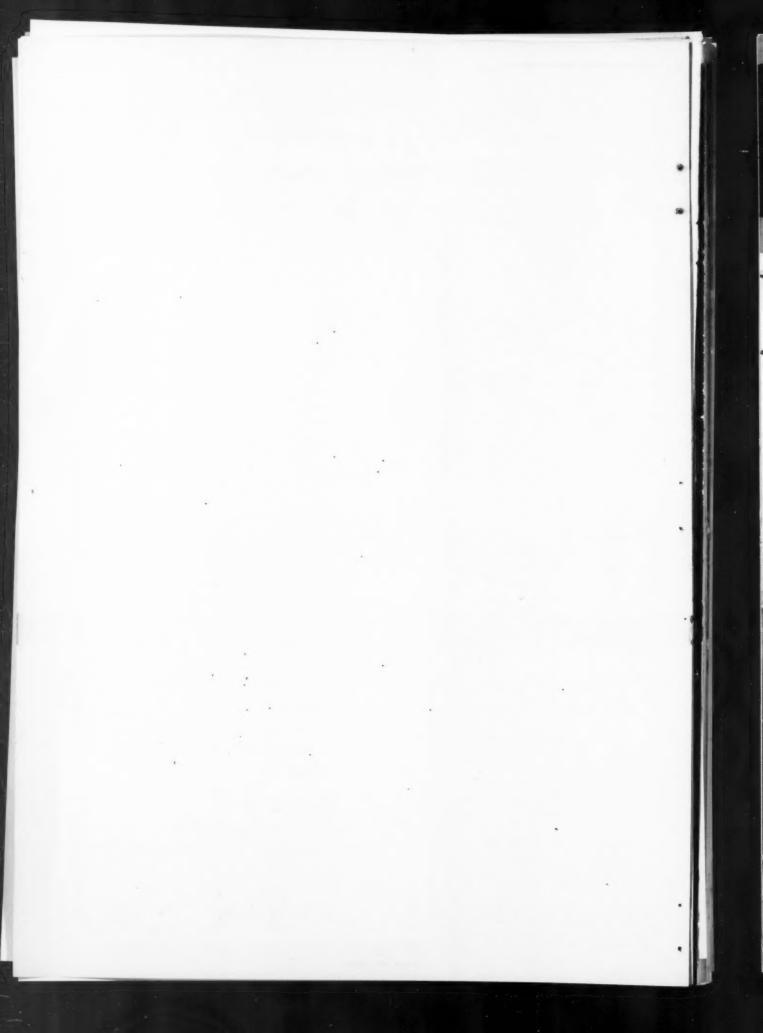
RESERVE



MFG. COMPANY Greenwich, Conn.

MAKERS OF FINE PACKAGES AND DISPLAY SINCE 1920





FASTER PACKAGING ... FEWER OPERATORS ... LESS MATERIALS ...

This versatile Automatic Wrapper packages products of every description at speeds of

100 to 300 units per minute!

ONE PERSON OPERATION . . . NO TRAYS OR STIFFENERS -UNLESS DESIRED!

See it in Operation

AMA NATIONAL PACKAGING EXPOSITION

Space 306

ATLANTIC CITY . APRIL 5th-8th

BAKERY PRODUCTS . MEATS . FRUITS

DAIRY PRODUCTS . CANDY . PAPER AND CLOTH PRODUCTS . 101 MISCELLANEOUS ITEMS







Write for this new brochure describing how the Campbell Wrapper packages products faster — Cheaper — Better!







NEW YORK . 55 WEST 42ND STREET

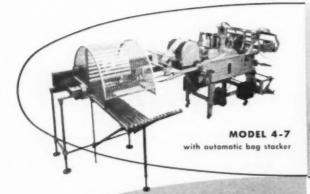
See these Simplex developments in packaging and bag making at the 1954 NATIONAL PACKAGING EXPOSITION

Atlantic City, N. J., April 5 thru 8 Booths 536 and 540

#### **Bag Making Machines** ... for AUTOMATIC PACKAGING Machines

versatile · economical · automatic

for HEAT SEAL

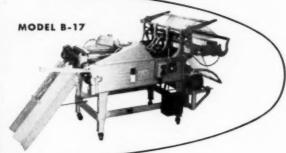


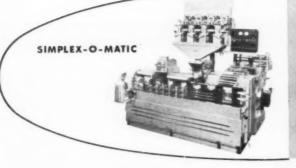
#### POLYETHYLENE BAG MACHINES

**New Simplex developments for** low cost bag production include improved cut-off controls which reduce film waste...idler roller over drum for faster cross-seal cooling...automatic stacker-countersorter stacks bags in groups of 10, 25 or 50, allows one operator to handle several machines.

#### CELLOPHANE BAG MACHINES

Simplex presents the custom designed B-17 model for heat seal collaphane bags up to 17" wide by 28" long, at speeds to 2,400 per hour. Attachments include electric eye, fear tape applicator, hole punch, etc. Other Simplex models for smaller crimp or folded bottom bags at speeds from 4,800 to 6,000 bags per hour.





#### **FULLY AUTOMATIC PACKAGING**

Simplex-O-Matic packages your products in one automatic operation, handles beans, rice, candy, nuts, macaroni, etc. New conveyor feed to hopper for non free-flowing products such as wrapped candies. Volumetric or net weight filling. Package sizes to 4"x 8"x 12."

For information on these and other Simplex developments in bag making and packaging, including heat-seal pouch making machines for military and civilian packaging, write to Simplex Packaging Machinery, Inc., Dept. M-3 534 23rd Ave., Oakland 6, Calif.



#### SIMPLEX PACKAGING MACHINERY, INC.

534 23rd AVENUE, OAKLAND 6, CALIFORNIA REPRESENTATIVES IN ALL PRINCIPAL CITIES

SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION

# Newest and Finest in CANDY WRAPPING



More efficient — more versatile — more economical — more reliable, the famous SIG line offers the finest available machines for your candy wrapping operation. The well-known Model CK is typical of SIG advanced design and superior construction, capable of handling a wide range of sizes. Outstanding features of the type CK include an effective output of 160 ½ oz. to 3 oz. bars per minute of uninterrupted work of the machine, steplessly variable speed, flat washable stainless steel feed chain, and simultaneous feeding of a number of bars right side up. An easily accessible label magazine, needing recharging but 3 times per hour, offers additional advantages along with easy and quick changeover, automatic oil spray lubrication, optimum accident prevention, overload protection, and short cleaning time. If desired, the machine can also be supplied for label feed from roll. Only two operators are required for the CK—one to feed and one to remove the finished packages. SIG machines will cut your packaging costs. Write today for complete information.

#### other S&S PACKAGING EQUIPMENT SHOWN FOR THE FIRST TIME...

STOKESWRAP Automatic Packaging Machine with Net Weight Scales.

S & S AUTOMATIC PAPER BOX MAKING UNIT—with K & D Thermo-plastic Quad Stayer.

VISIT OUR EXHIBIT BOOTH No. 541 ATLANTIC CITY SHOW

Manufactured by Swiss Industrial Company, Neuhauser Rhine Falls, Switzerland



### STOKES & SMITH CO.

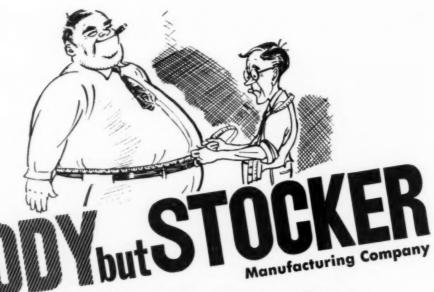
FRANKFORD, PHILADELPHIA 24, PA.

Pacific Coust: SIMPLEX PACKAGING MACHINERY, INC., 534 - 23rd AVE., OAKLAND 6, CALIF.

f. fmc

SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION

A Special "Packaging" Problem?



can TAILOR-MAKE reinforced sealing tapes and wrapping papers to your specifications!

Due to the "Controlled pattern" of reinforcement Stocker can give you the reinforced waterproof sheet or tape that would be best suited for your requirements. Contact us with your packaging problems. Do you need more strength in one direction than in another? We are just the tailor for such a special sheet. We can give you whatever reinforcement you may require and the pattern will be absolutely uniform. Special widths? This tailor has no problems with odd sizes.

#### STANDARD REINFORCED PRODUCTS

#### TAPES

The Reinforced Sealing Tapes

#152 Glaspun Sealing Tape

Asphalt Laminated Bi-directionally Reinforced

#102 Glaspun Sealing tape

Asphalt Laminated Cross-directionally Reinforced

#63 Glasco Sealing Tape

"Vulcanized" Bi-directionally Reinforced

#60 Glasco Sealing Tape

"Vulcanized" Lengthwise Reinforced WATERPROOF PAPERS

Glaspun Heavyweight #488

Glaspun Middleweight #465 Glaspun Creped-Middleweight #466

Glaspun Welterweight #443 Glaspun Lightweight #432

"Utility" Line

maximum strength at minimum cost

> Glaspun #411 Glaspun #422

"The leader in gummed tape"

#### MANUFACTURING COMPANY\*

Main Office & Plant: Netcong, New Jersey

Sales Offices: New York ... Boston ... Cleveland ... Chicago ...

Philadelphia ... Atlanta ... Nashville ... Havana, Cuba ... Los Angeles

Affiliated with Camp Manufacturing Company, Franklin, Virginia, an integrated producer of specification kraft (bleached and unbleached) and corrugating medium, assuring uninterrupted service on your gummed tape and waterproof paper requirements.

MAKE IT RIGHT AND SEAL IT TIGHT WITH GUMMED TAPE



## Squeeze bottles have tricks that build trade

Shoppers soon learn that products are packaged better in plastic squeeze bottles. Flexibility is one reason. A bottle molded of tough, resilient BAKELITE Polyethylene can dispense its contents properly measured—drop by drop or in a fine spray.

Safety is another factor; these bottles won't break or shatter if dropped. Appearance is another; they are always attractive, because Bakelite Polyethylene is highly inert—unaffected by contents and handling. Most acids, alkalies, and chemicals cannot harm it.

Bottles molded from it won't lose shape.

Interesting surface effects, such as stippling or cross-hatching can be achieved, as well as glossy or frosted finishes. Colors can be introduced. Lettering and label designs can be printed or molded into the surface.

Start now to consider Bakelite Polyethylene in your plans for package redesign. Write Dept. TK-30 for names of suppliers of bottles and other packaging materials fabricated from this outstanding plastic.

See Bakelite's Exhibit, Booth 412 23rd National Packaging Exhibition April 5-8 Atlantic City, N. J.



BAKELITE COMPANY

A Division of

Union Carbide and Carbon Corporation

Tiel

30 East 42nd Street, New York 17, N. Y.

30 East 42nd Street, New York 17, N. Y. In Canada: Bakelite Company, Division of Union Carbide Canada Limited, Belleville, Ontario Against the grey stones blaze the Tudor uniforms of the Yeoman Warders of Her Majesty's Tower of London. Among their duties is the guardianship of the Crown Jewels, normally kept in the Wakefield Tower.

Something to be guarded like Crown Jewels...



With food, candy, tobacco, the flavour and freshness of the product is its reputation. Something to be guarded like Crown Jewels!

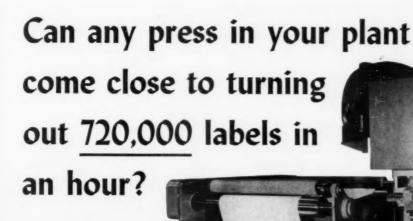
Venesta aluminium foil guards that reputation. While it keeps the good flavour in, it keeps harm out, and its brightness helps sell as no other wrapping can. Years of experience go into the manufacture of Venesta aluminium foil. Made under conditions of the strictest hygiene, and quality-controlled for purity, gauge and printing, it is dependable protection that matches the needs of the highest quality products.

#### VENESTA ALUMINIUM FOIL

A PRODUCT OF THE PACKAGING DIVISION



Venesta Limited, Vintry House, Queen Street Place, London, E.C.4, England. Cables · Venesta · London



That's the average production on one ATF-Klingrose rotogravure press

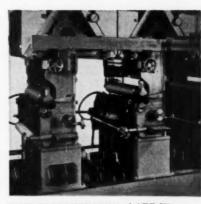
• But great speed is only part of the story. This particular press is running four colors, one of them a clear gold lacquer. Each color is bone dry before the next is overlaved. Stock is foil, laminated to paper.

Five miles of web pass through the press every hour. The sheets of 4½"x 3" labels are edge-trimmed and sheeted to absolute register, then pile-cut under the guillotine. You've seen them time and again on bottles containing a nationally known beverage.

We've spelled out the production details on this particular job to give you a graphic illustration of what ATF-Klingrose rotogravure presses can do for you, especially in high volume, high-profit production of labels in as many as eight colors on cellophane, glassine, foil or other materials. It may also surprise you to learn that a five-color ATF-Klingrose costs no more than a comparable two-color offset press.

And every ATF rotogravure press is "production-proved" to performance specifications before delivery, using your engraved cylinders, your inks and your web material.

We'll be glad to furnish further information on request. Write to American Type Founders, Mt. Vernon division, a subsidiary of Daystrom, Inc., Mount Vernon, N. Y.



WALK-IN CONSTRUCTION of ATF-Klingrose presses permits the quickest changeover from one job to another of any rotogravure press on the market. Washup can be completed in fifteen minutes for each color.



Over the years, packaging techniques have changed the style of marketing, but the phrase "Bringing home the bacon" still applies to those companies who measure success in terms of printed package sales. Many such companies rely on Beck to copper deposit, engrave and chrome-plate their rotogravure cylinders for high-speed precision printing on film, foil or paper.



#### ROTOGRAVURE CYLINDERS

The Beck Engraving Company • 105 South 7th Street, Philadelphia 6



PNEUMATIC GOES ALL THE WAY!





Packaging and Bottling Equipment COMPLETE LINES OR SINGLE UNITS

PNEUMATIC SCALE CORP., LTD., 72 Newport Ave., Quincy, Mass. • New York; Chicago; San Francisco; Los Angeles; Seattle; Leeds, Eng.

**NEOPRENE**\*

#### Printing Plate Gum for Flexographic or Letterpress Printing

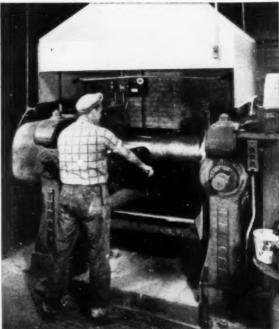
Our NEOPRENE GUM has all of the characteristics of natural rubber. Being resilient it will come back fast on the press insuring better printing of solids at high speeds.

Our NEOPRENE GUM will resist to a high degree the swelling and etching effect of the new ink (alcohol or oil base). As no sulfur is used in the compound there can be no blooming or sulfur surfacing.

Send for a working sample in the thickness you use or have our RUBBER PRINTING PLATE MAKING DEPARTMENT make a set of plates from your masters.

We have open house at all times in our rubber making plant and rubber plate making department. You are invited to visit with us and see rubber and rubber printing plates made. If you cannot come in, our rubber plate department will be glad to work out any molding problems you may have.

\* Neoprene, the base of our Neoprene printing plate gum, is manufactured by E. I. DuPont De Nemours & Co., Inc.





Compounding and milling are two operations that control the quality of rubber printing plate gums. Milling in the upper photo and compounding in the lower are done by experienced rubber makers.

Neoprene Base gum and Hycar Base Buna N Printing plate gums are manufactured and sold by

#### STEREOTYPE EQUIPMENT COMPANY

Manufacturers and Distributors of Everything Needed to Make Quality Rubber Printing Plates

1930 · · · · Our Twenty-Fourth Year · · ·

1954

### Labels Live in a Goldfish Bowl



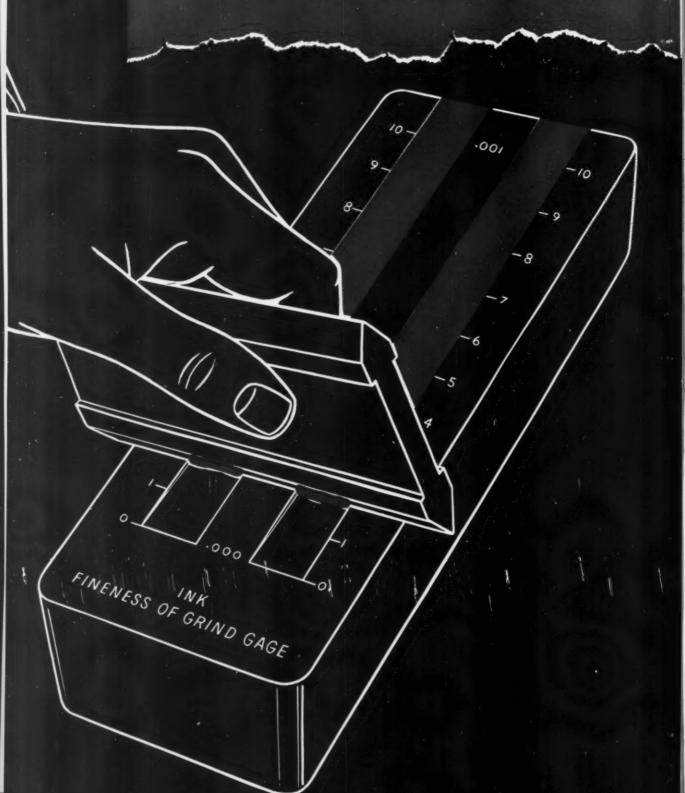
Labels, tags and seals never have any privacy. They're on display full-time, creating impressions about the quality of your merchandise.

Cameo craftsmanship produces fine tags, printed labels, embossed labels, and foil labels and seals which buttress your product's prestige wherever they are seen.



In Canada: Cameo Crafts, Inc., 157 St. Paul St. West, Montreal 1

HOW DOES THIS GAGE



### ECT YOUR PRI

#### IPI Ink experts use this extra safeguard to prevent ink "fill-in"

This precision gage measures the fineness of pigment grinds. With it, IPI ink men can be sure that each batch of ink is free of oversize pigment particles. With it, we can produce smoother inks for sharper, cleaner printing.

This gage is an added IPI safeguard to prevent ink fill-in of fine-screen halftones for best results from your engravings. It detects immediately any coarse, oversize pigment particles which might clog a halftone screen or fine type matter.

Quality control is the watchword in all IPI ink-making operations. The fineness of grind gage is just one of the many precise instruments used by IPI to give you the right ink for each job . . . ink that will print best on a particular stock with a given make and style of press. It is an important check on all types of ink whether for letterpress, offset lithography or flexography . . . for package and fibre board printing as well as for the most delicate line and halftone work.

#### IPI service at work for you

IPI complete ink service facilities are at your disposal in printing centers from coast to coast. Local IPI service stations and branches are staffed by local people who know your special printing problems intimately and are ready to help you solve them. That's why you can always rely on IPI for ink service that will help make your printing better. Don't fail to call on us!

IPI and IC are trademarks of Interchemical Corporation

#### INTERCHEMICAL CORPORAT



Printing Ink Division . 67 West 44th Street, New York 36, New York

# "What won't they think of next?"

even the biggest labeling jobs are easy when you use Kleen-Stik Pressure-Sensitive labels. Their fast, economical application cuts labor costs and speeds production all along the way!

Kleen-Stik meets today's need for a modern label—eliminates the messy wetting, heating, or wiping operations necessary with conventional methods. Simply press in place—Kleen-Stik sticks tight, even on hard-to-label surfaces like glass, plastic, wood, ceramics, etc.—especially on all flexible packaging films. Available through your regular label printer in rolls for high-speed automatic dispensing.

WE DO NO PRINTING — we only furnish Kleen-Stik'd stock to your label printer OPEN UP NEW MERCHANDISING METHODS WITH KLEEN-STIK PRESSURE-SENSITIVE LABELS

- Brand Identification Guarantees Instructions
- Seals Trade Marks Inspection Prices
- Operation Diagrams Other Volume Labeling

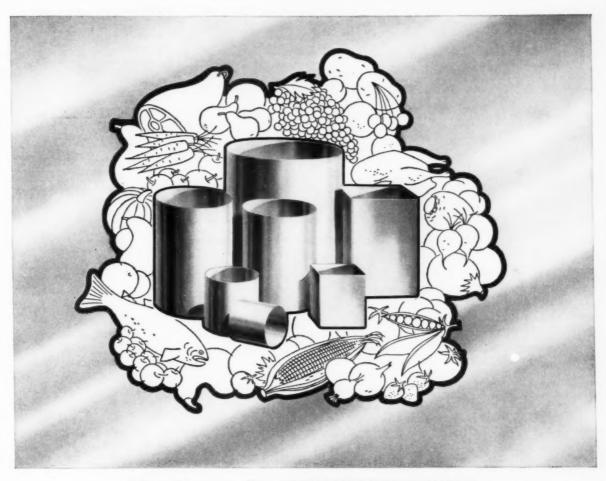
Write for free samples to test on your own product or package!

#### KLEEN-STIK PRODUCTS, INC.

225 NORTH MICHIGAN AVENUE . CHICAGO 1, ILLINOIS

Pioneers in Pressure Sensitives for Advertising and Labeling

We're only foolin' — nobody has actually used Kleen-Stik labels on live elephants! But our expert technical staff has helped solve many problems almost as tough. Ask for their recommendations on your next difficult labeling job.



#### Partners in DEPENDABILITY

#### Modern TIN PLATE by J&L

J&L Tin Plate provides dependability resulting from the skill and accuracy of modern steelmaking.

Steel quality and tin plating are very carefully controlled...and, exceptionally strict standards of inspection are maintained at all times. J&L Tin Plate conforms consistently to the specifications of can makers and packers who protect their products with tin containers.

#### **Modern TIN Containers**

Modern tin containers provide protection for the products they carry safely to market. They make possible the distribution and marketing of a large percentage of our foods, oils, paints, beverages, and other products.

This most dependable type of packaging begins with the production of good tin plate. It is completed by the skill of the modern can-makers.



- 1. Your orders are handled promptly and efficiently. You receive J&L Tin Plate as promised.
- 2. Your stock of J&L Tin Plate can be maintained at the levels that fit your needs.
- 3. You may have the assistance of J&L metallurgists to help solve your technical problems.



Jones 4 Laughlin

STEEL CORPORATION - Pittsburgh

# packaging that



International Silver adopts radically new packaging—made of visqueen film. Strong, heat-sealed visqueen film envelopes lock out air, retard tarnishing, are transparent for instant pattern identification, take printing clearly. Visqueen film also proves ideal for packaging foods—fresh and frozen—hardware items and many others.

Wrisley Soap — uses bag made of visqueen film for both soaps and bath salts. Since visqueen literally "breathes", women can appreciate scent of soaps and salts before purchase, yet products are fully protected from soiling, damage, or fingering. Visqueen stays strong, flexible, durable.

s bag m for salts. erally an appear and e, yet tected ge, or stays. ble.

**Important:** Visqueen film is all polyethylene, but not all polyethylene is Visqueen. Visqueen film is produced by process of U. S. Patents No. 2461975 and 2632206. Only Visqueen has the benefit of research and technical experience of The VISKING Corporation, pioneers in the development of pure polyethylene film.

Don't miss the most sensational packaging display of the annual Packaging Exposition, Atlantic City, April 5-8.

VISIT BOOTH 523—THE VISQUEEN DISPLAY

## goes far beyond the call of duty

These five examples of VISQUEEN packaging are typical results of the closely-knit teamwork between The VISKING Corporation and converters of VISQUEEN film . . . converters who can give you the benefit of acknowledged polyethylene leadership and vast technical experience. Write for the names of converters of VISQUEEN film serving your area. Address The VISKING Corporation, PO Box 3H1410, Terre Haute, Indiana. Do it better—Do it with VISQUEEN!



VISQUEEN "C", the polyethylene created for permanent ink adhesion, not only gets these Fireside Marshmallows to market fresh, but assures permanent brand identification. This film, a triumph of visking technical know-how, has finally and permanently solved the problem of printing on polyethylene film. Converters of VISQUEEN specify "C" film for superior ink adhesion.



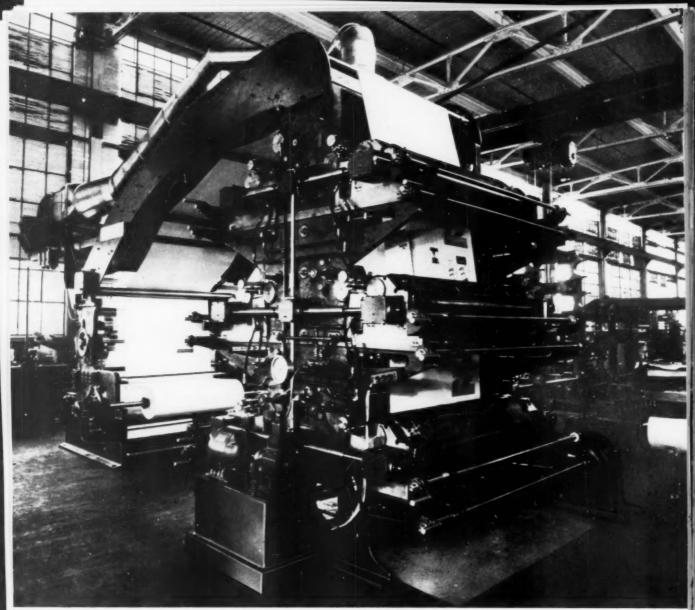
Pre-Packaged Onions — tons of them, leave this packaging line every day, carefully cleaned, sorted and protected by visqueen'C' film. Visqueen won't crack, shatter, tear or run. It keeps produce fresh, cuts spoilage to a minimum. Brand identification is assured because the ink stays on Visqueen "C" film—and it costs no more.



Bulk Shippers — of liquids, semi-liquids, solids, corrosives, acids and alkalis find big savings in shipping costs when they use VISQUEEN film liners with fiber drums or cartons, or steel drums. Savings in tare weight, in handling, contamination and other elements mean big economies to you. Always 100% product recovery.

# VISQUEEN film ... a product of

THE VISKING CORPORATION • Plastics Division, Terre Haute, Indiana
In Canada: Visking Ltd., Lindsay, Ontario



The Kidder Flexographic Press leads with many advanced features for fast, eye-catching, money-saving printing.

#### You get a hard-working business partner...

when a Kidder press starts rolling for you. In every detail of design, construction and performance, Kidder presses are proving their ability to deliver top-quality printing at lowest cost.

Throughout this Kidder Flexographic Press, for example, gears are precision cut, rollers are ground and balanced, and bearings are carefully fitted. In operation, single centralized control automatically engages and disengages all colors from one point, with plate

cylinders held rigidly in printing position under 150-pound hydraulic pressure. Advanced features include Kidder's positive web control, oversize dryer, centralized hydraulic control, rigid ink rollers and no-splash fountains.

Here's a press you can depend on for profitable production on every job — plus the kind of Flexographic printing that keeps your customers happy. For facts on how Kidder advantages can benefit your printing operations, write to Kidder Press Company, Inc., Dover, New Hampshire.



Letterpress, Flexographic and Gravure Presses Slitters and Rewinders



They'll never break. They'll never shatter. They'll never rust. Not when the container is plastic-molded by IMCO. They're all so light-so handy to use-and so beautiful.

Mrs. Consumer knows all this. And she'll buy more of your product when it's in

an IMCO plastic container.

#### IMCO CONTAINER CORPORATION

Empire State Building, Rm. 6905 75th and Cleveland Streets 350 Fifth Ave., New York, N. Y.

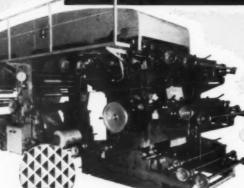
Kansas City 30, Missouri

Stop by Booth 1426 at the Packaging Show



# "a Complete Roll Service-Nationwide!"

Now REGULAR PAMARCO INSPECTION SERVICE free for the asking!



A COMPREHENSIVE PREVENTIVE
MAINTENANCE PROGRAM INCLUDING —

- PERIODIC INSPECTIONS
- ROLL LOCATION CHARTS
- ROLL CONDITION REPORTS
- . MAINTENANCE ADVICE

—designed to reduce your **engraved ink roll** maintenance and re-engraving costs!

A new service for printers to assist in maintaining engraved inking rolls in condition for finest presswork. Pamarco service men will call at your plant, make a sketch of floor plan showing all flexographic presses and periodically supply roll condition reports. Recommendations and suggestions will be made and advice given pressmen as needed. Prompt attention to wear and damage means repairs can be made at lower cost and equipment will be in condition to produce finest presswork at all times. Consultation on any roll problem will be available at your convenience. PAPER MACHINERY

& RESEARCH, INC., 1014 Oak St., Roselle, N. J.

FAST RE-ENGRAVING SERVICE!

Quick roll repairs by Pamarco reduce press down-time to a minimum. Check with Pamarco, today! REGISTER NOW FOR FREE

#### ROLL INSPECTION SERVICE

Send company name and acdress along with name of individual in charge of your presses. A Pamarco service man will do the rest. No obligation whatsoever.

MICRO-PRECISION ROLLS

ENGRAVED INKING ROLLS ENGRAVED APPLICATOR ROLLS ENGRAVED EMBOSSING ROLLS NO-FLEX PLATE ROLLS

RUBBER COVERED ROLLS CHROME PLATED ROLLS WARM SURFACE ROLLS TUBULAR ROLLS • CHILL ROLLS

FAST, DEPENDABLE RE-ENGRAVING AND REBUILDING SERVICE - ALL OPERATIONS PERFORMED IN THE MODERN PAMARCO PLANT

YEARS OF

CATALIN

PLASTIC MATERIALS

and RESINS

Within the fleeting, fractional sweep of Time's pandulum, CATALIN commemorates its first quarter-century of onlive parvice to the plastics industry.

To all of you, who, so measurably contributed to the progress and success of these twenty-five gratifying years, we have this to say...

May we, of CATALIN...those of us in management, sales, research and materials manufacturing...continue to deserve your inspiring confidence and encouraging good world

Thus, and most sincerely, does CATALIN commemorate its place among you—and thus, also, do we dedicate our vastly expanded capacity in the East, Midwest and South to the quality production of molding compounds and resins...and to the furtherance of a still greater, industry-worthy, second quarter century.

CATALIN CORPORATION OF AMERICA
ONE PARK AVENUE . NEW YORK 16, N. Y.

Today's goods must



Don't hide your product, show it in CELLOPHANE\*

#### BRITISH CELLOPHANE LIMITED

Sales Offices: 12/13 CONDUIT STREET, LONDON, W.1. ENGLAND Reg. Offices and Factory: BATH ROAD, BRIDGWATER, SOMERSET

CELLOPHANE is the registered trade mark of British Collophane Limited, in the following countries: Great Britain, Australia, Ceylon, Cyprus, Deamark, Eire, Gibraltar, Hong Kong, Iceland, India, Jamaica, New Zealand, Pakistan, Northern Rhodesia, Southern Rhodesia, Trinidad and Tobago, and the Union of South Africa.



#### Coated Kraft Helps Attract Consumer Attention

#### POLYETHYLENE - Specialty of the Month

And now a strong, light-weight barrier board with excellent moisture and greate resistance, for food, detergents and chemical packaging. Investigate Reggie Ridgelo's POLYEON which combines the outstanding properties of Polyethylene with selected materials, to help produce superior packaging for your customers.



Write today for your samples of POLYEON barrier boards, food boards, kraft, foil, non-woven cloth. box-board, tag and other sales-building combinations for protective packaging.

Increase the attention value of a merchandise display unit by even a nominal amount, and you usually increase sales by a phenominal amount! Corrugated displays, dispensers, and similar point-of-sale units become real eye-catchers when provided with a fine coated finish. Ridgelo is able to provide coated kraft for display units - and do so in sizes up to 92-inch rolls that is light-fast, insoluble, and a perfect surface for printing. Clean and bright, it is made in white and to match any specified color. Ask your corrugated container supplier for full information on these outstanding display finishes . . . or write us direct.

#### MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives H. & Royce, Detroit Philip Rudolph & Son, Inc., Philadelphia A. E. Kellogg, St. Louis Norman A. Buist, Los Angeles

# COMPLETE LINE OF PACKAGING MATERIALS FILL THE NEED OF EVERY HIDDSTRV



INSULATING

WATER RESISTANT

FLEXIBLE

#### Interior Packaging

- Macerated Paper Pads & Blankets
- Rugated Sheets & Rolls (Kraft, Tissue, Comb. Kraft & Tissue)
- Bags with Built-in Cushioning
- Bottle Bags
- Liquor Bags & Sleeves



#### Liners

- Box Liners
   (Cushioning & Insulation)
- Flower Box Liners
- Banana Box Liners
- Floor Liners for Rail Shipment of Produce



#### Insulating Products

- Insulated Pads & Blankets
- Jiffy Insulated Bags
- Jiffy Jr. Insulated Bags
- Polar-Pak Insulated Bags
- Insulated Candy Shippers
- Insulated Boxes
- Insulated Picnic Bags



#### Flexible Shipping Containers

- Padded Shipping Bags for Soft Goods, Semi-Fragile and Non-Fragile Merchandise
- Book Bags
- Industrial Shipping Bags
- Auto-Seal Bags



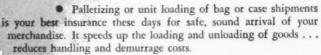
WRITE FOR SAMPLES AND FURTHER INFORMATION

JIFFY MANUFACTURING COMPANY

Manufacturers of Protective Packaging Materials for more than twenty years.

# THE NEW TREND IN SHIPPING AND STORAGE:

# Palletize with SWIFT'S PALLETITE



PALLETITE, Swift's new non-skid moisture resistant adhesive, is the star performer on this insurance team. It is a ready to use adhesive that bonds quickly. It's economical too . . . only one gallon to palletize a full carload. Easily applied by brush or glue rollers.

It's fully tested too . . . many thousands of pounds were used in 1953 to help shippers realize the maximum benefits from mechanical freight handling equipment, conserve warehouse space and reduce freight damage.

Several outstanding features of this new Swift Adhesive are illustrated at left . . . and remember, Swift has a versatile team of palletizing adhesives with special setting characteristics — one for any combination of requirements.

Write for the new information bulletin of PALLETITE today! See how this versatile product can help you save real money in your shipping department.

ONE DEMONSTRATION IS BETTER
THAN A THOUSAND CLAIMS



REALLY PALLETIZES—Resists horizontal shifting, but pops clean on vertical lift.



ECONOMICAL—Good mileage, an average of one gallon per carload.





PERFORMANCE—Ready to use, gives quick bond with machine or brush . . . easy to clean up.

Visit us at the NATIONAL PACKAGING EXPOSITION
Atlantic City—April 5-8 Booths 846-848



Another of Swift's Products for Industry

#### USE THIS COUPON FOR FURTHER INFORMATION

Swift & Company Adhesive Products Dept. 4115 Packers Avenue Chicago 9, Illinois

Please send us your booklet on PALLETITE together with prices and shipping information.

Firm Name\_\_\_\_\_

ADDRESS.

CITY\_\_\_\_\_ZONE\_\_\_STATE\_\_\_

NAME

#### BATTLE CREEK packaging equipment

... gives you the cost cutting performance of Essetimenous Flow design



#### The MODEL 46

A wrapping machine incorporating "Continuous Flow" design for the efficient handling of closed cartons or open top trays, in the speed range of 40 to 100 packages per minute. Features quick adjustability, with size changes handled in not more than 10 minutes. Range: length, 4½" to 10¾"; width, 2½" to 6"; height, 1" to 3". Handles self sealing Cellophane, foil, or waxed papers, in economical roll form. Ideal for frozen foods, bakery products, or merchandise of all natures in boxes or trays.



#### The MODEL 700

Another "Continuous Flow" design for automatically forming lined cartons (using wax coated papers or papers requiring glue for sealing) delivering a lined carton ready for filling, at speeds up to 120 packages per minute. Particularly suited to mass merchandising of cereals, baby food, flour mixes, and similar food packages.



#### The MODEL 47

The "Continuous Flow" principles built into this wrapping machine provide speeds up to 80 per minute on larger cartons or open top trays. Note the wide range of package sizes handled, viz: — length, 5½" to 12½"; width, 2" to 7½"; height, 2" to 4½". Handles self-sealing overwraps in roll form. Particularly suited for handling the larger cartons and trays, with quick adjustability (8-10 minutes) from one size to another.



#### The MODEL 51

The superiority of "Continuous Flow" design is particularly evident in the effortless performance and quiet operation of the super-speed Model 51, which produces up to 160 perfectly wrapped packages per minute. Handles self sealing Cellophane, wax coated papers, Tyton, Reyseal, etc., in economical roll form. Quickly convertible to sizes within following range; — length, 35/8" to 51/4"; width, 23/4" to 4"; height, 3/4" to 2". Particularly recommended for frozen food packages.



#### The MODEL 750

A companion "Continuous Flow" machine to the Model 700, for creating a sealed inner bag and glued outside carton, after filling, for speeds of 100 to 120 per minute. Synchronized controls allow the two machines to work in harmony for top production.



#### The MODEL FW-35

A low cost "Continuous Flow" machine for overwrapping small package sizes, at speeds of 40 to 100 per minute. Simplicity of design, low initial cost and upkeep, and easy convertibility from one size to another feature this popular model. Handles open top trays or closed cartons within following range; length, 2" to 10"; width, 1½" to 5"; height, 3½" to 2½". Handles self-sealing foils, wax coated papers, or Cellophane, in roll form.

SEE US AT Booth 1105, 1954 Packaging Exposition, Atlantic City, N. J.

These BATTLE CREEK machines may be automatically fed from previous conveyors. Write for complete information on the BATTLE CREEK machine that fits into your production.

BATTLE CREEK BREAD WRAPPING MACHINE CO., Battle Creek, Michigan, U.S.A.

CANADIAN REPRESENTATIVE: Packaging Equipment Service Ltd., Willowdale, Ontario



craft

DAGONLYN 16. 16

g Le

EADEL INSPECT

Mann benten buite





# Check your package check your package for these essentials

## Durability

If you're packaging a bulky food item like carrots, you reed a film with extra strength . . . one that stays tough and flexible even in contact with ice—Du Pont Polyethylene.

### Efficient Construction

Does your package make the most efficient use of films? Here's a diecutbox, completely laminated with a cotote Film, that

cut box, completely with the sales within the sales winning sparkle of this vergatile material.





#### Du Pont's complete packaging service can help you

Have you checked *your* package recently to see how well it meets today's requirements of successful packaging? Whatever the protective needs of your product, Du Pont's experienced packaging specialists will help you select the best film from the 115 varieties of three basic films—Cellophane, Polyethylene and Acetate

(If your product requires graduated moisture loss to maintain freshness, or if it's a low moisture content item, or if it needs protection against dehydration or oxidation . . . there's a Du Pont film to meet its needs.)

You'll have help, too, on every question of package construction, with recommendations backed up by continuing research on more efficient use of packaging films.

And to insure that your package is tailored to the preferences of today's shoppers, you can make use of Du Pont's up-to-date surveys of consumer buying habits in your field. Get in touch with your Du Pont representative today, or check your converter of Du Pont films. E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.

Visit the A.M.A. Packaging Exposition, Atlantic City, April 5 through April 8

#### Why Du Pont is packaging film headquarters

- 1. WIDE VARIETY OF PACKAGING FILMS scientifically tailored to meet the needs of varied products and packages.
- 2. TECHNICAL assistance to help you plan the most practical and efficient construction of your package.
- 3. MERCHANDISING help through continuing nationwide surveys of buying habits, to keep your package up to date.
- NATIONAL ADVERTISING to continually strengthen consumer preference for your packaged products.

## **DU PONT**PACKAGING FILMS

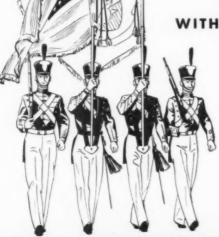
CELLOPHANE - POLYETHYLENE ACETATE



BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY



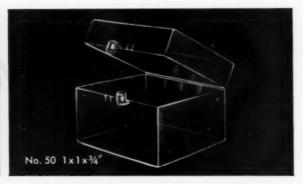
#### WITH HAKE PLASTIC BOXES



Hake stock or custom designed, molded boxes, famous for finish, quality and workmanship, are available in crystal clear, opaque or Tutone rigid polystyrene in a wide range of sizes with or without imprint. Each protects and displays its contents to the best advantage. All are re-usable—a feature with tremendous appeal to the public. All incorporate Hake's unique patented hinge, allowing full 180° lid opening with sufficient friction to hold it in any position plus positive type latch.

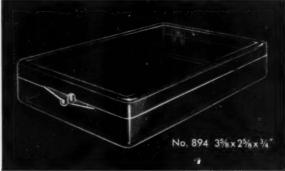


Hake ball and socket hinge is patented (No. 2,570,341). Hake has successfully brought suit for infringement and was awarded a Permanent Injunc-



tion by the U.S. District Court. Only the Hake Plastic Box Corp. can sell plastic boxes with hinge covered by this patent. Canadian Patent No. 491,875.



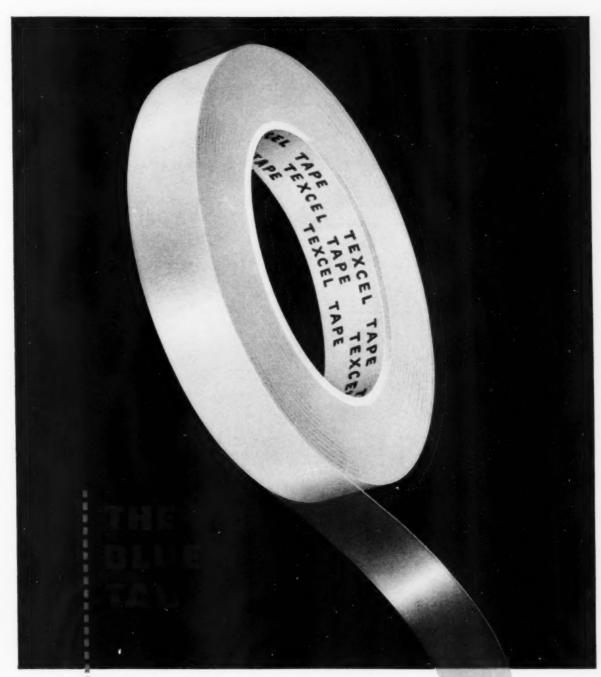




HAKE PLASTIC BOX CORPORATION

440 TERRACE BLVD., DEPEW, NEW YORK

Telephone—Buffalo Regent 1215 NEW YORK SALES OFFICE—EMPIRE STATE BLDG.



marks the "tops in tape"



The World of Packaging is at Your Fingertips



#### with the 1954 Modern Packaging Encyclopedia

What are you looking for? Is it a machine? A packaging film? Is it information about establishing package specifications? Or the name of a company which can make custom laminations for you?

In all probability, exactly what you are seeking can be found in your copy of the data-filled MODERN PACKAGING ENCYCLOPEDIA.

The 758 pages of the Encyclopedia are arranged and cross-indexed for easy reference. A large quantity of informative advertising plus an extensive Directory Section of suppliers of materials, equipment and services guide you to qualified sources for all your requirements.

It's handy! It's helpful! It will be to your advantage to get acquainted with the MODERN PACKAGING ENCYCLOPEDIA. Like other users, you will find it to be one of the most useful reference works you own.

Published by

PACKAGING CATALOG CORPORATION

575 Madison Avenue, N. Y. 22, N. Y.

An affiliate of Modern Packaging

# This sample bag tells the tale

POLYETHYLENE



BAGS

For Visual Sales Stimulation

notified an extrusion of an multi-color of multi-co

A complete line of
Carton & drum liners.
Bags or tubing plain or printed.
Thin wall semi-rigid tubing in various

POLY PLASTIC

4 Fruith Assessor

packaging like this, pioneered by Poly Plastic Products, has made merchandising history and rolled up new sales records for an amazing range of products.

Just visualize how printed polyethylene will <u>sell</u> as well as <u>protect</u> your merchandise. We will gladly prepare-suitable design suggestions upon request.

Of course, Poly Plastic Products still supplies a full assortment of quality polyethylene specialties including thin-wall round cross-section tubing in small diamèters, and narrow (1" and up) flat tubing.

PLAIN OR PRINTED TUBING SUPPLIED TO CONVERTERS

PULY PLASTIC



PRODUCTS, INC.

Extraders • Printers

Paterson 4, New Jersey

Telephone: MUlberry 4-6110

# AT YOUR PINSER

#### A MOST COMPLETE LINE OF **PACKAGING** HESIVES

and CARTON SEALING GLUES



BEXTRINES & GUMS



WATER RESISTANT GLUES for Military Civilian



DRY and LIQUID GLUES for SET-UP and FOLDING BOXES

LATEX AND RESIN ADHESIVES



BROOKLYN, N. Y.





CHICAGO, ILL.

TAPIOCA FLOUR for

corrugator



CANNER LAP-END PASTES Hot & Cold PICK-UP GUMS



BOTTLE LABEL GUMS for all types



In addition to Packaging Adhesives, Manhattan manufactures a complete line of Adhesives for Every Industrial Purpose.

E & GLUE CO. INC. Brand adherives



Flight 17 . . . American . . . lunchtime.

What's this? Salt, pepper, knife, fork, spoon—wrapped in cellophane! Sa-a-a-y
. . . real smart. Clean, compact, eye-appealing, good-will builder.

Gives me an idea. Several ideas! My products could fly a lot higher that way. Better see a Sylvania Cellophane man soon.

(And remember, Mr. Executive, cellophane and only cellophane gives you protection plus sparkling eye appeal . . . at dollar-saving economy.) Sylvania Division,

American Viscose Corporation, 1617 Pennsylvania Blvd.; Philadelphia 3, Pa.

Easily-sealed or unsealed, brigh lyprinted Sylvania Cellophane sparklys with cleanliness and customer appear.

SYLVANIA CELLOPHANE



# Star Salesman in any situation ...



Nothing sells faster than the sparkling sight of your product in an eye appealing, attention compelling SALES SHOWCASE of its own! That's why more and more shoppers are reaching for the product packaged in AUTONEST—the product they can see!

#### SHELF DISPLAY

Your product comes alive with sparkling sales ap-peal—extra display that actually invites buyers when it's packaged in AUTONEST!

#### COUNTER DISPLAY

Step up the pulse of impulse sales right at the cash register-stop shoppers with the glamorous display of your product in AUTONEST!

#### DISPLAY RACK

This modern packaging technique is ideal for small-space, quick-turn-over sales . . . your prod-uct is always in sight in AUTONEST!

#### CARTON DISPLAY

Combining maximum product protection with unique display visibility, AUTONEST puts your product in the Sales Spotlight!

#### It's AUTONEST for profitable packaging!

HOMADE

A DA MOP

Sugar Cookies

AUTONESTS are die-cut to your re-quirements, automatically formed and locked in a unique process that con-structs a special product showcase that combines outstanding display with maximumprotectionatthe pointof sale!





#### Here's modern packaging at its finest, protective packaging at its peak, multiple item packaging at its most effective sales level. Here's profitable packaging that combines product protection with maximum display visibility . . . and cuts packaging costs as it builds bigger, faster sales!

#### How can AUTONEST build sales for you? ... learn more about it today!

Review your packaging procedures and problems. If you discover any packaging situation where the cost-cutting, sales-making applications of AUTONEST might mean greater profits. write, wire or phone today! An experienced packaging consultant will be happy to call upon you at your earliest convenience.

AUTONEST CHICAGO CARTON COMPANY

chromatic x SEALS - LABELS - JAGS



foxon

AMERICA'S FINEST FOIL PRINTERS

A Forbit chippered with method resulting it alwayiety of striking color directs. Thousand the striking it alwayiety of the will show you how a find a striking it alwayiety.

ton detailed information, write

THE FOXON COMPANY





#### **PLASTIC CONTAINERS**

are proven **PROFIT-PRODUCERS** 

Lower Selling Costs



Slice Shipping Costs

Save **Breakage** Costs

Clearsite Plastic Containers are show windows that glamorize your product, protect it while on display, sell more of it every day. They are moist-

Cut **Packaging** Costs

ure-tight, feather-light, shatter-proof. Onefifth the weight of glass, Clearsite cuts shipping costs and boosts profits. Any lettering, design or trade-mark can be permanently printed in any colors right on the container. Available in a wide range of sizes and adaptable to many kinds of closures. Special sizes also made to your specifications.

Write for Literature Today!

displays it RIGHT

\*Registered Trade Mark



GENERAL OFFICES: 50 AVENUE L., NEWARK 5, N. J.



- Do you have high speed case sealing equipment with exceptionally short compression time --as little as 10 seconds?
- Do you require a seal to withstand soaking in water?
- Are you tired of having cases pop open?

then you need ...

RESIN CASE-SEALING GLUE



Established 1866

National Packaging Exposition Atlantic City, April 5-8

Ritz Carlton, Suite 627

## Designed and produced

#### by LUSTOUR CORPORATION



This is the first foil label to be used in the expanding ready-to-bake biscuit field Now Puffin Biscuits stay fresh and tasty longer than ever before, regardless of market conditions . . . thanks to their unique double foil protection. Both the inner liner of the easy-opening fibre can and the outer label are pure aluminum foil.

Supermarket managers delightedly report that this new Lustour foil label has proven tops at creating impulse sales. And the tastiness and quality of Puffin Biscuits—so perfectly protected—are sure to build and hold more repeat customers by giving greater satisfaction.



DETROIT . PITTSBURGH . SAN FRANCISCO . SEATTLE

Egan

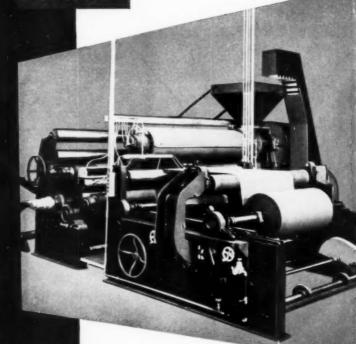
#### POLYETHYLENE





CONTROL PANE

All controls are mounted in a special operator's control stand with the top panel inclined for ease of viewing and handling. Completely enclosed.



high speed continuous operation

Machine in operation at H. P. SMITH PAPER COMPANY, Chicago , III.



Designers and Builders of Machinery for the Paper Converting and Plastics Industries Cable Address: "EGANCO"—Boundbrook, N. J. Another in the series of Frank W. Egan & Company developments and installations, this is the latest Extrusion-type coater for applying polyethylene at speeds up to 1000 FEET PER MINUTE.

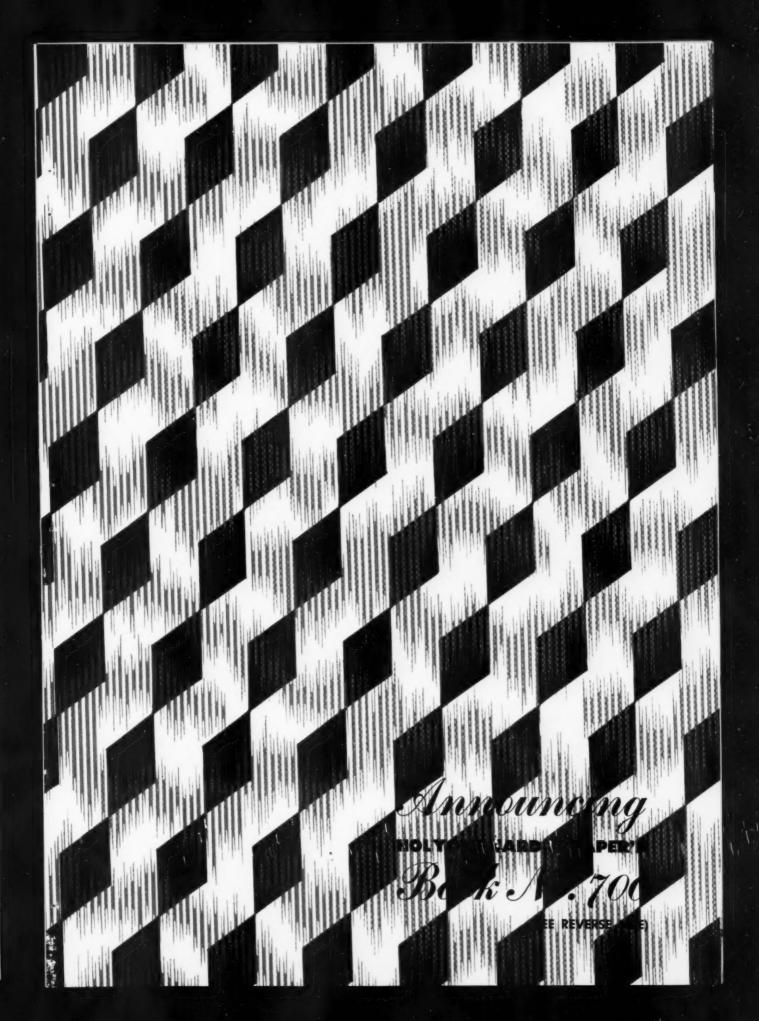
The polyethylene is extruded from a die and the extruded film is laminated to the paper between the nip of two rolls.

This coater incorporates automatic splicing unroll and reroll equipment for high speed operation.

\*With Petented Feature

REPRESENTATIVES:—ACHARD-PICARD, REMY & COMPANY, PARIS - BONE BROTHERS, LTD., LONDON - H. W. GOTTFRIED, MEXICO CITY

EMANUEL & ING. LEO CAMPAGNANO, MILAN - WEST COAST—JOHN V. ROSLUND, 244 PACIFIC BLDG., PORTLAND 4, OREGON



## ANNOUNCING

A New Colorful Line of

# DISTINCTIVE PACKAGING PAPERS

More Beautiful - More Eye-Appealing

The 1954 (Book 700) features many new colors — new designs — new effects in Christmas and Decorative Papers.

Holyoke Card also manufactures Specialty Trade Mark and Decorative Papers in a variety of colors, designs and weights for Box Manufacturers and Wrappings, such as Duo Stripe, Shado Stripe and Brightwood Gloss.

Contact your nearest Distributor for quotations and samples and be sure to get the new 1954 Sample Book if you have not already received it.

#### HOLYOKE CARD and PAPER CO.

SPRINGFIELD 7, MASSACHUSETTS

#### DISTRIBUTORS

Chicago Paper Company Chicago, Illinois

DePear Paper Company Chicago, Illinois

Dygert & Stone, Inc. Rochester, New York

Exeter Paper Co., Inc. Chicago, Illinois Hughes & Hoffman New York, New York

Lachman-Novasel Paper Corp. New York, New York

Matthias Paper Corp. Philadelphia, Pennsylvania

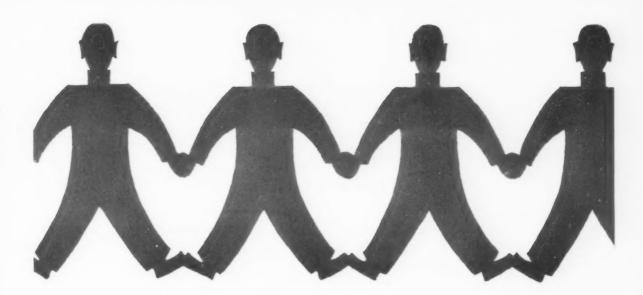
Paper Sales Ltd. Toronto, Ontario Montreal, P.Q., Canada Queen City Paper Co. Cincinnati, Ohio

Bradner Smith & Co. Chicago, Illinois

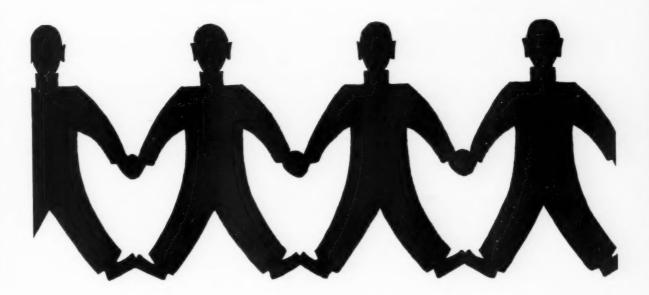
K. E. Tozier Co. Boston, Massachusetts

Charles W. Williams & Co., Inc. New York, New York Chicago, Illinois Boston, Massachusetts

This is a sample of our No. 712 Diamond Dash - see other side.



Perfect reproduction of your art work on every tube, when you



package your product in Sun Tubes!





#### SUN TUBE CORPORATION, HILLSIDE, NEW JERSEY, Waverly 3-0400

3). Louis T, Missouri: Marvin Yates Ce., Arcade Building Cincinneti B, Ohio: Ralph N. Auch, 3447 Custer Road New Orleans 19, Louisiana: R. P. Anderson Co., 925 N. Soleman Pl. Houston 19, Texas: R. P. Anderson Co., 5443 Overbrook Lane Dalias 2, Texas: R. P. Anderson Co., 1122 Texas Bank Building West Coast: Wm. J. Stoepker, 301 E. Colorado, Arcadia, California Canada: Sun Tuba Carp., 145 Spruc Street, Otlawa, Onierio Maxico: Tubus de Estamo, S. A. de C. V., 174 Oriento No. 247, Colonia Montezuma, Mexico, D. F.

#### FLEXIBLE MOISTURE-PROOF TRANSPARENT



## thene

OFFERS YOU



#### WAREHOUSE TOUGHNESS

Tough and flexible, DIOthene is ideal for packing goods such as instruments, machinery and textiles. Because it stretches it is neither easily burst nor punctured, and small cuts do not tear across the sheets.



#### ALL-HAZARD **PROTECTION**

Your goods are safe when packed in DIOthene for it is unaffected by acids and alkalis; insoluble in all known solvents at room temperature; liquid proof; powder proof; moisture-vapour proof; virtually non-inflam-mable. DIOthene drum liners are ideal for packing chemicals.



#### CLINICAL CLEANLINESS

DIOthene is sterile and non-toxic, and cannot be improved upon as a food packing. NO plasticiser is used in its manufacture and the purest products can be wrapped indefinitely with no fear of contamination from within or without. Frost-resisting, DIOthene remains flexible at subzero temperatures

We can offer you DIOthene bags and DIOthene drum liners to required sizes and thicknesses, flat and shaped, for quick delivery. Our special printing on DIOthene in multicolour - including gold-guarantees excellent ink adhesion. We can add the qualities of DIOthene to paper, board, foils, or fabrics by coating or lamination -infinite possibilities!

We make, convert, and print DIOthene all under one roof. Send us your enquiries: ask for more details. Write or phone today.





A SUBSIDIARY COMPANY OF TRANSPARENT PAPER LIMITED, MAKERS OF DIOPHANE CELLULOSE FILM

(Dept. 16), 6 ARLINGTON STREET, ST. JAMES'S, LONDON, S.W.1 Phone: GROsvenor 5711/4 Grams: Transpaper, Piccy, London AGENTS THROUGHOUT THE WORLD



#### SALES APPEAL

Transparent, and with a rich silky sheen, D10thene has strength, eye-appeal and touchappeal. Your sales mount when you wrap your product in DIOthene.

#### PROFITABLE **ECONOMY**

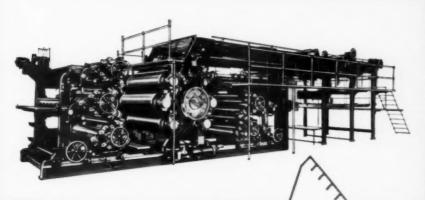
Rigid, heavy, returnable containers are old-fashioned and expensive, costing perhaps 2/-each. The DIOthene equivalent - featherweight and expendible - costs about 2d. The saving in space and weight alone can halve your freight charges. No invoicing of empties, either. Cut costs-pack in DIOthene!





MODERN PACKAGING

NOW



smaller boxboard rotaries

#### ... IN 5 COLOR LETTERPRESS

Packaging designers and their clients expect point of sale impact in boxboard reproduction.

Surely your press sheet requirements are major factors in competitive pricing. New Cottrell 36 x 48 or 40 x 59 Boxboard rotaries offer you a strong advantage in that competition . . . assure outstanding results for your most exacting clients.

Designed specifically for Boxboard Printing by

C. B. Cottrell & Sons Co. — COLOR PRESS PIONEERS.

# COTTRELL

C. B. COTTRELL & SONS COMPANY
Westerly, Rhode Island

Claybourn Division, Milwaukee, Wis. Sales Offices:

New York, Chicago, Londer



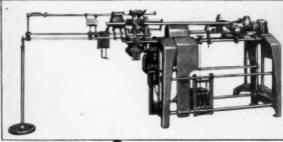
#### NO. 4 SPIRAL TUBE WINDER

Winds paper tubes from 3/4" minimum diameter up to the following diameters according to number of plies: 2-5 plies, up to 10" diameter; 3-11 plies, up to 8" diameter; 12-22 plies, up to 6" diameter. Can be furnished with cut-offs and glue stands to fit manufacturer's particular needs. Optional machines for cutting tubes in single or multiple lengths, rough or finished cores, or cutting light and heavy side walls up to 1/2 thickness.

Industries that have used Spiral Wound Paper Tubes for cylindrical shaped containers have cut their production and package costs. Adaptable for a wide variety of purposes, they can be coated or impregnated, inside or out, to eliminate effects of moisture, vermin and water damage.

In fact, Spiral Wound Paper Tube containers have proved they have greater sales, display and shipping value.

Facts can be supplied by our representative that will illustrate the economy and efficiency of Spiral Wound Tube packages. Write or call the nearest Knowlton office.



#### NO. 77 SPIRAL TUBE WINDER AND CUT-OFF

Winds paper tubes from 2 to 5 plies and from  $\frac{1}{4}$ " minimum to 1" maximum in diameter.



BROOKLYN 45-53 Beever St. CHIC

TORONTO, C

H. W. BRINTNALL CO.

ROCHESTER, NEW YORK



NO BLISTERED LABELS - NO WRINKLED LABELS NO MESS - NO LOOSE EDGES -NO SMEARS



Label Dri Challenger applying

#### STEIGERWALD

**Heat Seal Labels** 

On flat, round, or tapered containers including

BOXES **AMPULES** HARDWARE **SPOOLS** DISHES, ETC.

STEIGERWALD HEAT SEAL LABELS without glue save labor and result in better labeling. Regardless of the size, shape or design of the product and the label—there's a STEIGER-WALD HEAT SEAL LABEL without glue for every labeling

it's well worth a phone call to investigate labeling without glue...



Phone or Write

#### a.m. steigerwald company

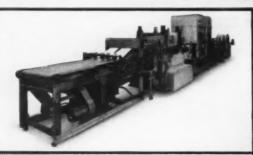
910 W. VAN BUREN ST. TAylor 9-5400 CHICAGO 7, ILLINOIS

# Hallmark of the finest printing and converting equipment...

#### Rotogravure

High-speed precision-register printing on practically any stock in any practical multiple of colors. Meet the ever-increasing demand for more and better wrappers, labels, and cartons for packaged goods with Champlain inline rotogravure. "Speedry" ink fountain insures true reproduction of color and instantaneous drying. Print from roll stock 8" to 44" wide.

To complete a CHAMPLAIN rotogravure press—a CHAMPLAIN inline precision delivery unit:



#### Cutting and Creasing Press

In one pass — only once through the press — it cuts, creases, and automatically yet thoroughly strips 7,500 to 10,500 cartons per hour from a continuous web. Platen press quality at better than cylinder press speeds.



Delivers from 8,500 to 12,500 square cut sheets per hour with 1/64" accuracy. Faster than any other standard sheeter. Positive sheet handling eliminates damage. No waste trim



Hydraulically-actuated constant-tension roll unit rewinds from 400 to 800 ft. per min. Positively synchronized to press for balanced speed, tension, and control. Single, multiple, and staggered-roll models.





- a complete line of other equipment for all printing and converting needs.

LETTERPRESS PRESSES, FLEXOGRAPHIC PRESSES, SPECIALTY PRESSES—for Tag, Chart Paper, End and Bakery Seals, Die Cut Labels.

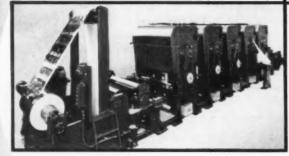
CUTTING AND CREASING EQUIPMENT—Roll Fed Swing-Type Reciprocal and Stationary Die Cutting Presses — Vertical Extruding and Eccentric Punches and Perforators—Rotary Blankers.

SPECIALTY CONVERTING EQUIPMENT FOR INLINE USE—Rotary Embossers—Perforators and Score Units—Slitting Equipment—Hot Melt Thermoplastic Applicators—Special Delivery Equipment.

AUXILIARY EQUIPMENT – Automatic Electronic Register Controls (for multicolor and fabrication register on roll-fed equipment) – Automatic Web Splicers.

... and for special engineered equipment:

Champlain's ability to design and build special units is based on years of experience in developing inline printing, fabricating, and delivery equipment.



Champlain &

Write today for catalog of Champlain equipment. Champlain Company, Inc. 88 Llewellyn Avenue, Bloomfield, N. J. Chicago Office: 520 N. Michigan Avenue, Chicago 11, III.

A 1309



# ROWELL BOXES put your product on redestal

Join the proud packagers
who have Rowell create
square and round set-up boxes
that put their products
on a pedestal.

Manufacturers of Fine Paper

Rowell Co. Inc.

BATAVIA, NEW YORK



#### 23<sup>rd</sup> National Packaging Exposition



April 5-8, 1954 Atlantic City

Booth 1117

#### GLASS

SLUES FOR WATERPROOF LABELING, CAP, LINERS GLOSURES

## SHIPPING CASES AND LINERS

SOLID AND CORRUGATED PIBRE, CASE SEALING. WET-STRENGTH SEAMS

# Borden's PACKAGING

• Our glue "doctors" have many bases to work with ... vegetable, animal, casein, latex and resins ...

Call on us to prescribe the best glue at lowest cost for your next packaging problem, whatever it is: better machineability, more or less penetration, faster speed of set, bigber dry strength or water-resistance, better aging properties, less toxicity!

Remember, just call Borden's.

The Borden Co. Chemical Division, 350 Madison Avenue, New York 17, N. Y.

#### FOLDING

SIDE SEAMING, WINDOW SLUING



# SPIRAL AND CONVOLUTE WOUND CONTAINERS

MATER-BESIDTERT,

#### PAPER

LAMINATES

ER TO PAPER

LAMINATING SIDE SEAMS, SOTTOM SEAMS, WET-STRENG RESINS FOR PAPER.

#### MILPRINT...

















TO MAKE

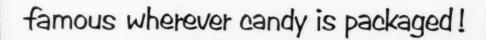
YOUR

PACKAGE

STAND OUT

AND

SELL OUT ...















CALL YOUR

MILPRINT

MAN-FIRST!

Milprint INC

Printed Cellophane, Pliofilm, Polyethylene, Saran, Acetate, Glassine, Foils, Folding Cartons, Bags, Lithographed Displays, Printed Promotional Material.



To All CECO CUSTOMERS and PROSPECTS Subject—New compression unit increases production up to 400% Now you can secure quick delivery of our newly designed independent power compression unit for all CECO Cartoners, old and new.

Pendent power compression independently driven and by aliminating independently driven.

pendent power compression unit for all CECO Cartoners, old and new.

This compression unit is independently driven and, by

This compression unit is independently increases machine produc-This compression unit is independently driven and, by eliminating the empty spaces between cartons, it increases machine production has between dependently upon carton sizes. ing the empty spaces between cartons, it increases machine tion between 100 and  $400^{\circ}$ , depending upon carton sizes. The powerful new independent drive and construction The powerful new independent drive and construction enable the compression unit to handle full loads with ball hearing rollers and corrugated cartons. Relis are backed with ball hearing rollers.

the compression unit to handle full loads of chipboard, fibreboard, are backed with ball bearing and corrugated cartons. Belts are backed with ball bearing and over a pressure and over a and corrugated cartons. Belts are backed with ball bearing rollers, allowing for more pressure and even pressure and eve allowing for more pressure and even pressure on the cartons.

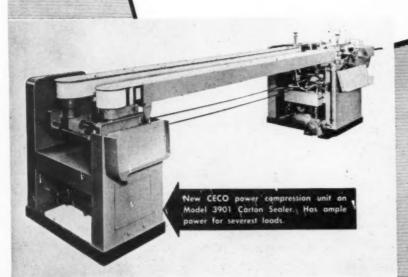
Speed can be varied to obtain maximum efficiency for all carton sizes.

The new compression unit can be adapted to all CECO machines The new compression unit can be adapted to all CECO machines of adjustability now in operation, and in no way changes the ease of adjustability and the machine. Units are now available in standard and flexibility of the machine. now in operation, and in no way changes the ease of adjustability available in standard available in standard and flexibility of the machine. With 31/2" and 41/2" helte.

and neximity of the macrine. Units are now available and neximity of the macrine. With  $3^{1/2}$  and  $4^{1/2}$  belts. CONTAINER EQUIPMENT CORPORATION

Send for details and prices.

Toddy Www President

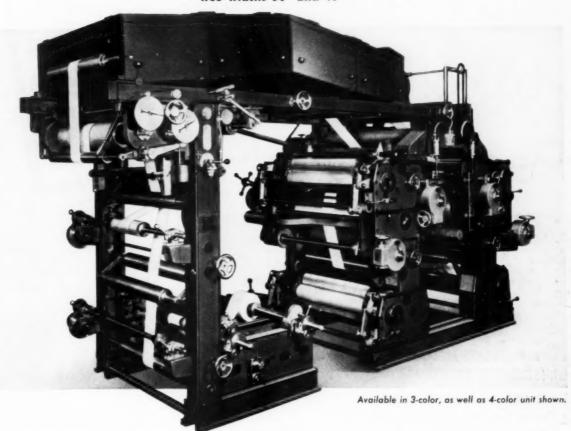




#### Makes POLYETHYLENE a pleasure to print!

the distinguished new Halley '54'
4-color Flexographic (aniline) press...

web widths 30" and 45"



No compromisers with quality, HALLEY has built precision aniline, letterpress and gravure rotary presses for over half a century.

#### Halley

engineers to known high standards. At once precise and practical, in terms of beautiful printing economically produced.

#### Halley, and only Halley, offers constant tension control with



# dial recorders, one of many patented, time-proven advantages to assure closer register on polyethylene and kindred extensible products. Unwind, printing, and rewind tensions are separately adjustable, uniformly maintained at predetermined tensions.

Halley Rotopress Corporation

3312 North Ravenswood Ave., Chicago 13, Illinois • Phone Buckingham 1-4330

profitably

Halley prints ∧ paper, film, laminates, foil and POLYETHYLENE

Automatic Polyethylene Packaging





ECONOMY AND SPEED PROVED IN OPERATING INSTALLATIONS WITH STRAIGHT POLYETHYLENE!

Transwrap is FIRST to offer completely automatic packaging using straight polyethylene material—at high production rates. Tough, transparent, moistureproof poly can now be used for your product without any sacrifice to slow and costly packing setups. Transwrap has developed a new machine for handling and sealing this material in a one step packaging operation. Operating installations are proving Transwrap's superiority on a wide variety of products, including candy in 1 lb. and 2 lb. bags, special potting earths in 3 lb. bags and produce in a range of weights up to 5 lbs. Write to Transwrap at the address below for complete information on this new and revolutionary advance in packaging.





TRANSPARENT WRAP MACHINE CORPORATION
ROUTE 17 HASBROUCK HEIGHTS NEW JERSEY

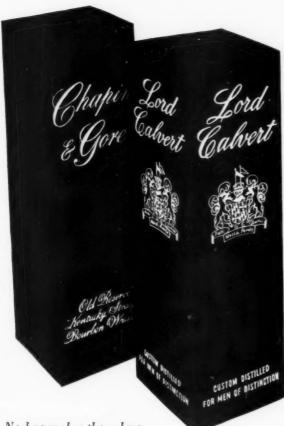
"Originators of Completely Automatic Packaging"
Agents in Principal Centers at U.S., Canada, Mexico and South America



For packages
of distinction

# NASHUA velour papers

(Plain, Embossed, Ink-embossed, Air-embossed, and Printed)



Nashua makes the velour that "makes" these distinctive gift cartons for Lord Calvert and Old Reserve Whiskies.



Picture your product packaged in Velour

# Ticture your product packaged in VELOUR

You give your product a look of *luxury* when you use Nashua Velour Papers. Velour has a warmth and velvet-touch that customers associate with Quality. It adds *value* to merchandise. And it lends itself beautifully to almost *any* packaging requirement. Flocked Papers are a creative man's material — distinctive, useful, *versatile*. On the preceding page are pictured some package designs which Nashua velour helped create. They may suggest a way in which you can use Nashua Velour Papers to advantage.

#### TWO BASIC TYPES OF NASHUA VELOUR PAPERS

The package designer can choose from two different basic types of Nashua Velour Papers. Nashua's rayonflocked paper has a luxurious velvet appearance. Nashua's cotton flocked paper has the soft feel and appearance of suede. Many Nashua Velours are tailormade to customers' individual requirements. Variations are available depending upon the product, markup and impression desired.

#### IN A RANGE OF DRAMATIC COLORS AND PATTERNS

Velour's prime attraction as a packaging material lies in its eye-appeal. Nashua Velour Papers come in a variety of rich, warm colors... impart a regal quality to products with their depth of color and striking highlights. If our stock colors don't match your ideas we will develop a shade for you.

Also, velour permits many interesting variations in texture not possible with other materials. Notice, for example, the patterned effect achieved by Nashua in the velour-finish for the reverse side of these two pages. Special designs, particularly printed effects, can be developed for your exclusive use.

#### FOR SET-UP BOXES AND FOLDING CARTONS, AND ADDED POINT-OF-SALE APPEAL

There are almost as many uses for velours in modern packaging as there are package designs.

In set-up boxes it is used as outside liners, inside liners and for platform work as shown on opposite page. For folding cartons regular velours may be laminated to folding board or the flock applied directly to the board, as illustrated by the Lord Calvert Carton. Contrasting colored bands or sleeves can be used to stimulate multiple sales at the point of purchase. Outside or inside the package, velour adds sales-appeal.

#### NASHUA - THE QUALITY NAME IN VELOUR PAPERS

You can depend on Nashua Velours for high quality. Our research staff has developed special adhesives for making velours which insure flexibility (no cracking at folds and creases even with aging) and excellent anchorage of flock (no excess of loose flock.)

Our production control system assures greater uniformity of quality and colors, hence Nashua Velours are easier to work with. This means a better finished product — packaging that's longer lasting and, in the long run, more economical.

#### SEND FOR WORKING SAMPLES. MAIL THE POSTCARD NOW

Check, on the coupon, the type of application(s) you have in mind for Velour papers: set-up boxes, folding boxes, displays, folders, and whether you want sample books. We will send you a selection of Nashua Velour

Papers best suited to your requirements (based on the application information which we receive from you). Fill out and mail the coupon below, or write in detail on your business letterhead TODAY!

# NASHUA CORPORATION FLOCKING DIVISION DEPT. A-3, 44 FRANKLIN ST., NASHUA, N. H. Please send me working samples and prices of Nashua Velour Papers, to be used for Sel-up Boxes Displays Sample Books Folding Baxes Folders Sample Books I am a (state kind of user you are) Name Title Company Address City Zane State

|   | NASHUA CORPORATION DEPT. A-3, 44 FRANKLIN' STREET NASHUA, NEW HAMPSHIRE  |
|---|--|
|   | Everything in Flexible Puckaging that Sells  |
|   | DESIGN/PRODUCTION Printed Film • Waxed Wrappers • Box Papers   |
| U | Box Stays • Gummed Papers • Heat Seal Papers Flocked Products • Party Papers • Printed Bands Corrugator's Tape • Sealing Tape • Moistening Machines • Technical Paper Products |

#### MODERN PACKAGING

March, 1954, Vol. 27, No. 7



THE DECISIVE MOMENT. How much packaging cost is necessary or justified to influence this decision? Although packaging cost on the average represents 36.3% of toiletries-manufacturers' selling prices, it is not as high, relatively, as that for inks and adhesives, and is only slightly higher than for drugs.

## What does packaging cost?

Our survey skirts the pitfalls of definition and justification and finds actual, relative cost-to-sales ratios for 19 industries

In the rapid rise of packaging as a vital force in American merchandising, one fundamental question has long gone unanswered: What should packaging cost?

The nearest thing to an answer that everyone can agree on is necessarily cast in such general terms as to be a mere statement of principles, quite meaningless to the cost accountant. It is simply that packaging should cost whatever is necessary to protect the product and to sell it.

Attempts to run actual costs down to figures that might be compared within and between packaging industries have run into the stone wall of another imponderable: What, exactly, IS packaging cost? No two companies agree, apparently, on the percentages—if any—of overhead, management, shipping, sales and promo-

tion costs that should be charged to packaging.

Conceding the impossibility, for the moment, of getting formulae answers to the above two questions, it has nevertheless seemed to the editors of this magazine that it ought to be possible to set up a very simple yardstick of costs and to obtain, by that yardstick, enough answers to show, for a few specific products and industries,



RELATIVELY LOW COST is hardware packaging, where often value of product is high and packaging simple. Industry average for hardware packaging is 4% of factory selling price.

what packaging DOES cost. Such answers would at least be relative, one to another, and might help all packagers to determine, by the same yardstick, roughly where they stood.

Editors sometimes plunge in where economists fear to tread.

To a selected list of several hundred readers of Modern Packaging, known to be leaders in various product fields, we sent a simple blind questionnaire which did two things:

 Set up an arbitrary rule that, for purposes of this questionnaire, "packaging cost" should be considered to include simply (a) cost of packaging materials, (b) cost of packaging labor and (c) cost of packaging overhead.

Asked each recipient to figure such packaging cost, for each of his products, as a percentage of factory selling price and to state the average percentage.

For purposes of classification, we asked each respondent to indicate the principal product field in which his company operates. We asked him also whether he expects his indicated packaging percentage cost to go up or down this year and by how many points.

#### Interpretation of results

We have no illusions about the conclusiveness of the results and hope our readers will treat them with caution.

In order to get them, it was necessary to average in a wide range of special cost situations, both within individual companies and within industries. To protect the anonymity which we guaranteed the respondents, it was impossible to reveal these special situations.

The sample is too small to be statistically conclusive and the questions—definite as we tried to make them—inevitably were open to misinterpretation. One wrong answer may have thrown the average for any one product field off by several points.

We particularly pray that no company head, in the cosmetics and toiletries field, for example, will call in his packaging executive and say: "Look! How come our packaging percentage is 45% when the industry average is 36.3%?" It would be strange, indeed, if any one company's operations happened to fit the average of an industry running the gamut of cost from bubble bath to perfume.

Nevertheless, we feel that the information we have assembled here is probably the most useful ever obtained on this subject. There is no reason to doubt that the answers, so far as they go and so far as the questions were correctly interpreted, were freely and honestly given, inasmuch as no company was identifiable by its reply. We believe at least that there is much food for thought in the tables of figures and the discussions that follow.

We were impressed with the fact that answers from many industries—particularly those where packaging is fairly standardized and uniform—generally hit within a quite narrow range. Estimates for baked goods, for example, all were around 7 to 8%. Motoroil respondents agreed on a range of 30 to 40%. Meats ran between 5 and 8%. There was little question about the liquor industry, where reports had a spread of only four-tenths of a point—between 5 and 5.4%. Three manufacturers of cutlery all agreed exactly on 5%.

The reader should not lose sight of the fact that packaging cost is expressed here, not in dollars and cents, but as a percentage of the total factory selling price of the packaged product. That means that figures usually appear relatively high for a lowcost product and relatively low for a high-cost product.

It might be surprising, for example, to find inks and adhesives heading the list on the accompanying bar chart, with a packaging-cost percentage of 40—but not when it is considered that the products in this field are relatively low in cost and the packages necessary to contain them relatively high. The same is true of motor oil.

A bottle, label and closure for beer may cost pretty nearly the same as a bottle, label and closure for liquor—but the vast difference in cost of the product shoves beer's packaging percentage up to 30 and liquor's down to 5.2.

The percentage of 36.3 for cosmetics and toiletries is higher than it might otherwise be because this product field includes vast amounts of such basically low-cost products as tooth paste and shaving cream, which must



PROGRESSIVELY HIGHER COST of packaging in smaller-sized containers is graphically illustrated by these average cost ratios figured for five sizes of liquor bottles, ranging from 3.1 to 30%.

necessarily use relatively high-cost packages.

The office-machines category is at the bottom of the percentage list not because these products use cheap packaging, but because the value of the individual product often reaches several hundred dollars.

The food industry is generally considered the prime example of low-cost packaging—yet its packaging proportion of cost looms here as nearly one-fourth simply because there are so many big-volume items for which the cost of the cheapest possible package that could be used equals or exceeds that of the contents.

Interesting analogies show up between product fields where basic materials, processing and types of packaging used are roughly similar. For example, the packaging proportion for paints averages 12.5% and for wax polishes a close 15%. Foods and candy are, as might be expected, fairly close together at 24.1% and 21.2%, respectively.

#### Product breakdowns

In addition to requesting one overall packaging-cost percentage, our questionnaire included provision for a breakdown to various product types in cases where the packaging-cost percentages might vary widely. Many respondents took advantage of this and some interesting facts were brought out. although the individual items are too isolated to be statistically important.

There was a very wide range among products in the drug and pharmaceutical field, where obviously product cost would run from the very high (cortisone, for example) to the very low (bicarbonate of soda) and packaging cost all the way from that of a simple vial and caps to a sterile-packed one-shot syringe. Mentions in this field ranged from a low of 5% to a high of 90%—the latter being for a medicated cream, which probably is a very-low-cost product using a collapsible tube.

Another drug manufacturer broke his products down into types and listed packaging-cost percentages as follows:

| Tablets     | 20% |
|-------------|-----|
| Capsules    | 25% |
| Drops       | 10% |
| Injectables | 15% |
| Powders     | 20% |
| Syrups      | 20% |

There was a large number of an-

AVERAGE PER CENT OF MANUFACTURER'S SELLING PRICE REPRESENTED BY PACKAGING IN 19 GENERAL PRODUCT FIELDS % 40 **INKS & ADHESIVES** COSMETICS & TOILETRIES 36.3 35.2 DRUGS 35 MOTOR OIL 30 BEER 24.1 **FOODS** 21.2 CANDY 20 STATIONERY WAX POLISHES 15 **PAINTS** 12.5 TOYS 9.1 CIGARS BAKED GOODS 7.8 6.5 **MEATS** LIQUOR **AUTOMOTIVE PARTS** CUTLERY HARDWARE OFFICE MACHINES

swers from food manufacturers, giving considerable weight to the average packaging-cost figure of 24.1%. Not many figures for foods went above 30%, although there was a high level of 53.8% given for one brand of prepared Laixes. Cereal-packaging costs generally ran relatively low, a typical breakdown being: oat goods 13%, corn goods 15%, pancake mix 10%, puffed goods 25%, dog food 25%.

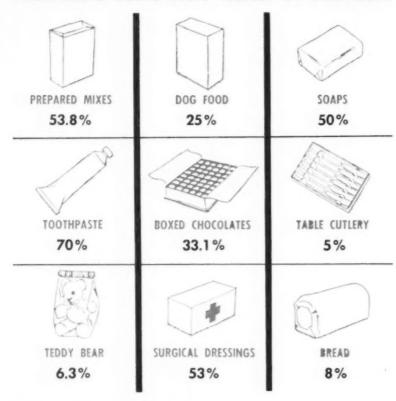
In the candy group, it was impossible to separate bar and bagged candies from boxed candies, but it was apparent from a few breakdowns that

the latter item would run somewhat higher, packaging vs. product, with packers of boxed chocolates mentioning figures as high as 33.1%.

There was a distressingly wide range of figures given in the toiletries and cosmetics group, indicating the danger of generalizing on costs in this widely diversified field. The highest packaging figure mentioned in this group was 75%; the lowest, 11%. More than half of the returns, however, were in the 30 to 40% range, bringing the average to 36.3%.

It should be borne in mind here

#### PACKAGING COSTS VARY WIDELY BY PRODUCTS





PERCENTAGES GO UP when competition demands luxury packaging such as the specialmold decanters now sweeping the liquor industry. Current average packaging cost for liquors, however, is only 5.2%.

that while cut-glass bottles and fancy trimmings as customarily used on perfumes are expensive in dollars and cents, so is the product, with the result that perfume packaging costs are probably in the lower range percentagewise. On the other hand, a representative of a company identified as being in the mass-produced, lowpriced toiletries field explained his figures, running as high as 70%, as being due in large part to the relatively high amount of labor and machinery required for packaging in contrast to manufacturing, which in his plant is highly systematized and on a bulk basis.

Breakdowns as to package sizes, which were furnished by some respondents, make out an excellent case for "the large, economy size." A distiller, for example, figured 5.4% as the average relationship of packaging cost to his factory selling price (the latter presumably including Federal revenue taxes). But he pointed out that for quart sizes, his packaging-cost percentage was 3.1%; for the popular four-fifth quarts, 3.5%; for pints, 4.5%; for half-pints, 6.6%, and for miniatures (1/10 pints), a staggering 30%.

Similarly, a motor-oil producer (who figured his packaging costs in relation to net rather than gross factory-selling prices and, therefore, was somewhat below the industry average), reported percentages of packaging costs as follows:

| 0       | Drums |        |
|---------|-------|--------|
| 55-gal. |       | 17.2%  |
| 30-gal. |       | 23.1%  |
| 14-gal. |       | \$0.7% |
| 5-gal.  |       | 34.1%  |
|         | Cans  |        |
| 5-qt.   |       | 22.3%  |
| 1-qt.   |       | 31.0%  |
|         |       |        |

In the above, the relatively highercost percentage for the smaller-size drums as against the cans probably is accounted for by the greater economy of filling and handling cans on highspeed mechanized lines.

#### Trend of expenditures

The final question in our survey was: "In 1954 do you expect your packaging-cost percentage to go up or down?

We also asked that any expected movement, one way or the other, be indicated by the number of points of expected change. The results here were highly mixed and should be treated with particular caution.

We had in mind that percentages might show some interesting changes because many manufacturers of packaged products, in the present buyers' market, are shaving their profit margins and trying to stimulate sales through one of two courses: either cutting their factory prices while holding the level of packaging, or putting more money into sales-appeal packaging while holding or cutting their selling-price level. Either of these courses, naturally, would tend to increase the proportion of packaging

But it should not be overlooked that many packagers may be using other tactics. Some may be cutting both selling price and packaging outlay; some, strictly on the defensive, may be cutting packaging while holding or even increasing their selling prices.

This mixed situation makes it extremely difficult to arrive at conclusions on answers to this particular question. But if we may assume that respondents did not overlook the important word "percentage" (i.e., ratio) in our question, it is interesting to note that 35.9% of all those who answered expect packaging-cost ratios to go up (indicating either more for package or less for product, or both); 49% expect ratios to go down (indicating either more for product or less for package, or both) and 15.1% expect ratios to remain about the same (indicating either no change or a stand-off).

Most interesting, and perhaps significant, was the near-unanimity of opinion within certain product groups as to general cost-ratio trends. In the food field, all except one respondent predicted that the packaging percentage would go down or remain steady in 1954, and the one who predicted a rise placed it at no more than 1 to 2 points. Food packagers who predicted a decline seemed in doubt about its extent, with only one mentioning a figure—2 points.

The group most certain that packaging would bulk larger in its operations was the drug and pharmaceutical industry, where two out of three predicted a rise in ratio of packaging cost to selling price. Figures mentioned ranged from ½ point to 10 points. On the other hand, one out of three in this group believed the ratio would go down in an identical range of from ½ to 10 points.

Surprisingly enough, the cosmetics and toiletries group was quite firm in the belief that its investment in packaging would be relatively less this year, some 70% of respondents in this field predicting a decline of from 1 to 20 points.

Stationery firms were in agreement that their packaging-cost percentage would rise 5 points. Confectioners were split, about one-half foreseeing a rise of 2 to 3 points and the other half predicting a steady level.

The response received from one distiller—perhaps reflecting the trend to more-expensive decanter packaging in this field—predicted that his packaging-cost percentage would go up 7 points.

#### Conclusions

The most definite conclusion that can be drawn from this study is that packaging costs are highly relative—relative not only to the cost of the product and the price obtained for it, but to the degree of protection and buyer appeal needed to produce satisfactory sales levels.

Judging from the number who expect to increase their packaging-toproduct cost ratios this year, the historic trend of packaging cost is not always lower; there are situations, as in the present highly competitive market, in which it may pay to put more, not less, into packaging.

We believe, in general, that the answers to the question on future trends are too heavily weighted on the side of a decline. The question of costs is very close to the packagingman's heart and his judgment is apt to be influenced a bit by wishful thinking. Furthermore, the packaging man is not apt to be well informed as to the possibility of future product price cuts, which would counterbalance his expectation of lower packaging costs; that is generally a topmanagement top secret. Finally, there is the possibility that some respondents fell into the error of talking about packaging costs per se, rather than packaging-cost percentages to product

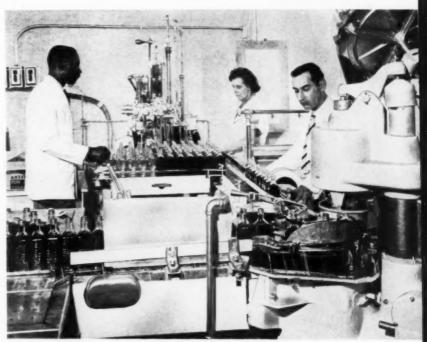
The results of this survey are useful, at least, in presenting to some 20 of the largest package-using industries' rough industry-wide averages of packaging-cost percentages, against which they may compare their own level—assuming their own products and packages and selling prices to be typical of their industry.

And the results should be of in-

| facto  | hat share of the<br>ry selling price will<br>ng represent this year? |
|--------|--|
| 35.9 % | of packagers say MORE  |
| 49.0 % | of packagers say LESS  |
| 15.1 % | of packagers say  ABOUT THE SAME                                     |

terest to economists in indicating how widely the ratio of package cost to product price varies in the diverse product fields—with the levels in many cases quite different from what they have been assumed to be.

We are hopeful that this admittedly limited study may provide a starting point for more comprehensive surveys by other agencies on the whole subject of packaging costs—covering not only what they are, but what they should be.



MACHINERY AND LABOR required for packaging are often proportionally high in contrast to product manufacturing today, with its push-button control that requires practically no people. This accounts for the high average percentages for packaging low-cost drugs, toiletries and foods.

## Brighter Brach's



CUTAWAY BAR, reproduced on foil wrapper, adds appetite appeal and identity of contents.

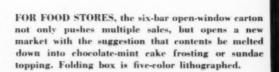


COUNTER CARTON is pinch-style one-piece folding box with die-cut display riser, lithographed in six colors. It marks a departure from the two-piece telescoping box which lacked display value.

The addition of appetite appeal—in the form of a mouth-watering cutaway illustration of an actual candy bar on the brilliant foil wrapper—marks a significant advance in package design for Brach's popular 5-cent twin-style Chocolate Mint bar. Simultaneously with adoption of the attractive new foil wrapper, the manufacturer, E. J. Brach & Sons, Chicago, has introduced an interesting new type of six-bar carton designed especially for retail grocery outlets and a restyled 24-bar counter carton with greatly improved display and construction features.

Brach's new Chocolate Mint bar wrapper is believed to be the first foil candybar wrapper incorporating a reproduction of the actual candy for added sales appeal. Rotogravure printed on heat-sealing paper-backed aluminum foil in five colors, the wrapper makes use of a cool metallic green background panel, traversed by six narrow stripes which contribute added interest and eye appeal. The candy-bar illustration, showing one of the twin bars sliced open to reveal the creamy white mint within, is realistically reproduced, actual size, in a rich chocolate brown, with the Brach's name appearing in white reverse against a circular red background beside the illustration.

An actual sample of the new





#### in foil Fast-selling 5-cent bar has new full-color vignette

#### on wrapper and a new merchandising pitch for food stores

wrapper is attached for examination.

Whereas the previous foil wrapper, printed in a paler, less-attractive green, carried no illustration and featured the single word "Mint" in large type beside the manufacturer's name, with subordinate copy in small, difficult-to-read type, the redesigned wrapper more specifically identifies the bar as the chocolate-mint variety. The distinctive Brach's logotype also appears in prominent letters, along with the phrase, "Say Brox," on the lower edge of the label, which folds beneath the bar during the wrapping operation.

As pointed out by John S. Brookes, advertising and merchandising manager of E. J. Brach & Sons, the restyled wrapper not only offers the sales-stimulating power of appetite appeal, but also tends to eliminate any

possible confusion in the mind of the buyer concerning the exact nature of the product. The cutaway illustration immediately demonstrates that the candy consists of a chocolate coating applied to a core of mint, while the revised wording also makes this point clear. Considering the many varieties of candy bars now on the market and the steadily increasing use of self service in all types of retail outlets, it is believed that the use of the illustration directly on the wrapper will bring about quicker selection and increased sales.

The foil wraps, which have a thermoplastic self-sealing coating, are supplied to Brach in roll form and are applied to the bars on high-speed automatic wrapping equipment which utilizes electric-eye control for accurate cut-off and registration. A chip-

board boat or supporting tray beneath each pair of twin mints facilitates the wrapping operation and produces a tighter, more attractive package.

Brach's new carry-home-style carton for half a dozen of the mint bars is a complete departure from the former rather conventional package. The new carton, a tuck-end-style folding box measuring 4916 by 811/16 by 34 in., is lithographed in five colors. The top display panel of the box, expressly designed for retail grocery outlets, is cut out to produce an ample window through which all six of the foilwrapped bars may be seen. Copy across the top of the carton, in reverse white against bright red, urges the customer to "Take Home Brach's Chocolate Mint Bars." Diagonal redand-white stripes at each end of the (This article continued on page 286)

ACTUAL SAMPLE of new bar wrapper shows the brilliant colors and appetizing product vignette, believed to be the first to be used on a foil-surfaced candy-bar wrapper. Rotogravure printed in five colors, the wrapper has a paper backing and heat-seal strip at the top of the foil surface.



SAMPLE COURTESY MILPRINT, INC.

# Precision parts cradled in plastics

Ingeniously molded polystyrene capsules and holders are used with stock-molded box by producer of electronic units

A new and outstanding example of how a molded plastic container can be engineered to meet a particular packaging problem\* is provided by the experience of The Instrument Corp. of America, Blacksburg, Va. Through the adoption of molded protective inserts specially designed to fit the stock-mold plastic container already in use, this company found it possible to provide improved shipping and production-line protection for small electrical parts without the delay and additional costs involved in creating a completely new package for the product.

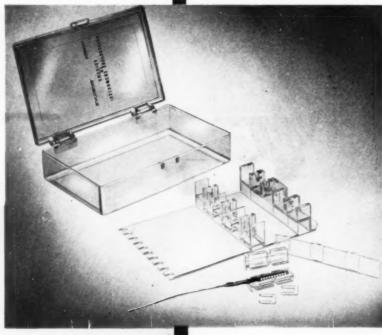
For the past two years, Instrument Corp. of America has been manufacturing slip-ring assemblies, with special emphasis on so-called miniature

slip rings.

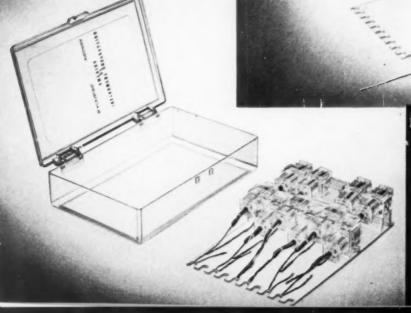
These rather expensive precision parts are widely used in applications where it is necessary to conduct elec-

\* See "Molded Plastics Find a Place," Modern Packaging, Dec., 1953, p. 89.

COMPONENT PARTS of the plastic insert are shown. Individual capsules, made in two halves, are held in position around product by U-shaped clips, two of which are in foreground. Capsules in turn slip into vertical grooves in intricately molded base insert, which holds 10 of units. A long, narrow plastic strip locks the capsules in place within the insert.



PHOTOS COURTEST LURIE PLASTICS, INC.



FOR MAXIMUM PROTECTION of highly finished miniature slip rings, Instrument Corp. of America now packs set of 10 rings in this hinged stock-mold box with a molded insert in which each ring is enclosed in an individual two-piece cover. Box and insert are polyethylene.

MODERN PACKAGING

trical energy from a stationary to a rotating part, or vice versa. The miniature rings, which range in diameter from 0.035 to 0.200 in. and often require a surface finish of 4 micro-inches or better, are employed in a variety of electronic applications. The aircraft industry, for example, utilizes such rings in the construction of auto-pilots, syncros and related devices.

The principal problem encountered in developing a container to carry a quantity of the rings to electronics manufacturers involved protection of surface finish. The appearance of the package, while important, was secondary.

The first container adopted for this purpose utilized a die-cut paperboard insert in conjunction with a clear, transparent, molded polystyrene box with hinged cover and friction-type lug closure. Although this container afforded product visibility (for identity) and successfully protected the group of 10 slip rings during shipment and storage, certain shortcomings were revealed after the box had reached the customer's plant. It was found that when the rings were removed from the container for installation, they were exposed to dust and mishandling of many kinds. Also, in the manufacturing process, certain finishing operations and inspections must be performed after the highly polished surface has been produced on the rings. Hence, it became imperative to provide an individual protective enclosure for each slip ring, in which it could be kept until ready for final installation by the electronics manufacturer using them.

The assignment was turned over to a plastics molding firm whose engineers, working in close cooperation with the I. C. A. project engineer, designed an ingenious molded polystyrene capsule and holder arrangement to fit the original plastic box. Through the use of this tailor-made insert, product protection is increased and important production savings have been achieved, both by I. C. A. and by plants to which the slip rings are shipped. A "plus" benefit proved to be the great enthusiasm with which the improved package was received by the company's customers.

Accompanying photographs illustrate the basic molded polystyrene container, which can be obtained from any one of a number of stock molders, hot-stamped with the I. C. A. name on the cover and the improved product protection afforded by the new molded plastic insert.

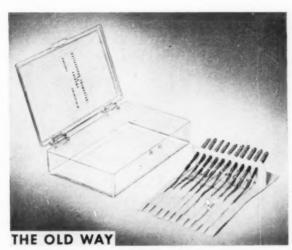
With the previous paperboard insert, the individual slip-ring assemblies were pressed into die-cut V-shaped slots and a separate strip was slid into position across the top to hold them in place. This arrangement supported the rings securely and prevented any damaging movement or shifting within the box, but when the container was opened, each assembly was left exposed to dust and handling which might damage the highly finished surfaces.

The new molded plastic insert consists essentially of a base plate with vertical grooves or receptacles into which the protective capsules enclosing each slip-ring assembly fit. The capsules themselves, molded in two halves, are placed around the rings and held tightly closed by means of U-shaped clips or "keys," also molded of polystyrene, which snap into grooves in the capsules. Additional molded plastic strips which also snap into place lock the capsules in position on the base.

A very compact packing layout is achieved by arranging six of the capsules in one row and four in the other, offset for maximum utilization of space

As a result of this creative thinking and design work, coupled with high-speed injection molding of the intricate plastic components, Instrument Corp. of America has come up with an attractive package which does an unusually effective job of protecting a "ticklish" industrial productnot just on the way to the customer's plant, but all the way through subsequent manufacturing operations at the user's plant.

CREDIT: Protective capsules and special inserts molded by Lurie Plastics, Inc., Colonial Heights, Va.



FORMERLY, using same stock-mold polystyrene box with hinged cover and friction-type lug closure, the delicate slip rings were held in grooves of a paperboard insert. This did not shield the individual slip rings against dust and handling after the box had been opened by purchaser. PRODUCTION of insert parts in injection-molding machine. Each "shot" of machine produces two complete capsules and two sets of keys to join them together. High-speed output keeps cost so low, inserts can be discarded after a single use.



# The frozen dinner is back

In a foil plate, ready to heat and serve, Swanson's turkey-and-trimmings may be a new star in the frozen-food field

RETAIL CARTON contains a heavy foil dinner plate of food covered with foil and is itself overwrapped and sealed in a special lamination of tissue and cellophane, reverse printed in six colors to highlight its appetite appeal and to carry out the "TV" design theme.

READY FOR THE TABLE after 5 min. in oven, foil plate contains sliced turkey, dressing and gravy, peas and whipped sweet potatoes—complete with two pats of butter. It retails as low as 89 cents.

Shortly after the war there was much talk about packaged meals that would bring push-button living much nearer to realization for the housewife. Some packaged dinners® actually appeared on the market, but the price (as were all prices in that period of shortages) was high. The choice of packaging materials was far from free. The number of freezer cabinets in retail stores was limited and the great mass of consumers had vet to be educated to the idea of quick-frozen prepared foods. These facts, of course, help point out how dependent packaging can be on related product and marketing developments-and vice versa-and, therefore, how essential a sense of timing can be in any successful packaged-products program.

Today the food shortages and the materials allocations are well behind us. The number of stores handling frozen foods has increased enormously. Many of these stores have entire departments consisting of multi-unit freezer cabinets so that space and package size are no longer the critical problems they were eight years ago. Moreover, the recent wide acceptance of prepared frozen products, like the frozen chicken pies, has indicated that the housewife is no longer wary of the general idea and is eager to avail herself of the conveniences that precooked foods afford in terms of easy one-stop shopping and effortless preparation of meals.

Last year, C. A. Swanson & Sons, Omaha, Neb., one of the pioneers who has had tremendous success with foil-packed frozen chicken and turkey pies, decided the time was ripe to have another try at the complete dinner idea. Its "TV Dinner" was introduced in December and has had such instant success that the plant has been hard pressed to keep up with demand.

 See "Frozen Cooked Meals," Modern Packaging, Nov., 1946, p. 130. Indications are that the frozen-food industry has another star seller, that may in time rival the chicken and pot pies, which jumped from four-million units sold in 1951 to 25-million units sold in 1953, thus becoming the fastest-growing item in the frozen-food field.

Swanson's TV Dinner, which retails in the range of 89 to 99 cents, consists of a complete turkey dinner for one person and requires no preparation other than a short period of oven pre-heating prior to service. Sliced turkey, giblet gravy, dressing, whipped sweet potatoes and peas are packed in a three-compartment tray stamped from 0.012-gauge aluminum sheet. The filled tray is then covered with a sheet of pre-printed, light-gauge aluminum foil, which is folded down over the edges of the tray to give a crimp-fold closure.

The food, thus completely foil protected, is quick frozen. The dinner is then placed in a wax-coated paper-board tuck-end carton, which provides additional protection from both the standpoint of rigidity and retention of moisture. The above steps are all done by hand at the present time, but, according to Swanson officials, the package and present line were adopted with a view to mechanization of the packaging steps at a future

The cartons are mechanically overwrapped with a new type of laminated sheet consisting of cellophane and tissue. The MSAT cellophane is reverse printed in six colors and is laminated with a wax-and-additivesbase laminant to the tissue sheet. which provides a tight heat seal. The new wrap was specially developed to provide the super colors desired for realistic food reproduction and to provide the extra strength and protection against dehydration needed for the relatively large frozen-food package. The new wrap is characterized by a remarkable degree of flexibility, plus resistance to cracking when folded. This adds considerably to its strength and handling properties.

Since frozen-food packages are subjected by shoppers to a lot of handling and shuffling in display cabinets, extra strength and scuff resistance in the wrapper were considered imperative. The triple protection of foil, paperboard and the heat-sealed laminated wrap, of course, offer extra assurance that the taste and quality of the packaged dinner will not be affected by



dehydration in freezer storage and display.

The size of the new package is approximately 7½ by 9½ by 1 in., providing a compact, flat container designed to stack and handle efficiently in retail freezer cabinets. The over-all weight of the packaged TV Dinner is slightly less than a pound. Labeled net weight is 12 oz.

The particularly effective label dedesign employs an over-all blond wood-grain finish simulating a TV cabinet.

Featured on the large "TV screen" is the shiny tray of realistically illustrated ready-to-serve sliced turkey and vegetables. Highlights in the semi-opaque wrapper give an illuminated effect. Color accents for the various

label features are red, blue, green, yellow, black, brown and white.

Instructions on the back panel of the wrapper offer suggestions for storage, heating and serving. The frozen turkey dinners, in their foil-covered tray, can be pre-heated in an oven in 20 minutes. If first thawed to room temperature, the dinners pre-heat in approximately 5 minutes, according to the company.

The foil trays have sufficient strength to provide re-use value. The label suggests: "Be sure to save the aluminum dinner plate. Use it as a picnic plate, cosmetic tray, button tray, paper-clip holder, water-color tray, relish tray."

The wrap label also lists other (This article continued on page 325)

PACKAGING LINE at Swanson's Omaha plant is like a cafeteria with a moving belt. Line is designed so that present hand operations—placing foil cover and cartoning—may later be mechanized.





THE LAST TIME packagers saw Atlantic City, in April, 1952, this was the scene on the main exposition floor of Convention Hall. This year the show will fill the entire lower level of the building as well.

# Big show on the Boardwalk

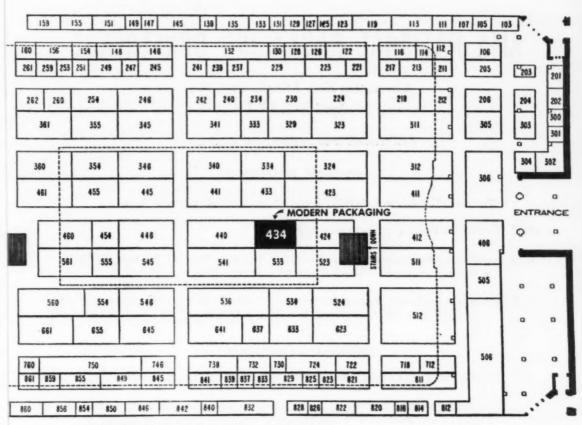
25,000 are expected to view the 400 exhibits filling both levels of Atlantic City hall for National Packaging Show April 5-8

While the American Management Assn. is not predicting that attendance at this year's National Packaging Exposition will break the record of 27,700 checked in last year at Chicago, it is certain that in number and area of exhibits the 23rd renewal of packaging's big show, to be held April 5 to 8 in Atlantic City's Convention Hall, will surpass anything yet seen.

As of this writing, a round 400 companies had engaged exhibit space that will almost completely fill the main floor, stage and lower level of the world's biggest exposition hall, exceeding last year's exhibits at Chicago's Navy Pier by some 15%.

Since Atlantic City does not provide the large local attendance available in metropolitan areas like Chicago, the A.M.A. is placing its estimate for this year at 25,000. But, with interest in packaging generally at the highest level ever, it would not be surprising if attendance, too, should pass last year's high mark. The record so far for Atlantic City, set at the last Packaging Show there in April, 1952, is 22,000.

#### **EXPOSITION GUIDE**



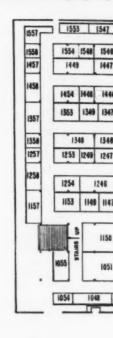
#### **BOARDWALK LEVEL (Booth Nos. 103 to 871)**

| Exhibitor                  | Booth No.         | Exhibitor                      | Booth No. | Exhibitor                                | Booth No.      |
|----------------------------|-------------------|--------------------------------|-----------|--|----------------|
| Rainbow Ribbons & Fabr     |                   | Standard-Knapp Div., Emhart    | Mfg.      | U. S. Bottlers Machinery C               | Co. 262        |
| Rapids-Standard Co., Inc.  | The 302           | Co.                            | 348       | U. S. Engineering Co.                    | 113            |
| Redington, F. B., Co.      | 305               | Standard Packaging Corp.       | 1026      | U. S. Printing & Lithograp               |                |
| Reeves Pulley Co.          | 167               | Stanford Engineering Co.       | 246       | or o | ,              |
| Resina Automatic Machine   | ery Co., Inc. 579 | Staude, E. G., Mfg. Co., Inc.  | 156       | 37 CD: 12-1 T                            | ***            |
| Reynolds Metals Co.        | 440               | Stein, Hall & Co., Inc.        | 145       | Vac-Tie Fasteners, Inc.                  | 154            |
| Rheem Mfg. Co.             | 1449              | Stokes & Smith Co.             | 541       | Varigraph Co., Inc.                      | 1215           |
| Riegel Paper Corp.         | 406               | Stone Container Corp.          | 483       | Veeder-Root, Inc.                        | 1445           |
| Rogers Plastic Corp.       | 1330              | Sun Chemical Corp.             | 770       | Vertrod Corp.                            | 840            |
| Rossotti Lithograph Corp   |                   | Sutherland Paper Co.           | 361       | Visking Corp., The                       | 523            |
| Roto Bag-Hol-Bag Div.      |                   | Swift & Co.                    | 001       | Vulcan Electric Co.                      | 1308           |
| Machine Co.                | 811, 812          | General Adhesive Product D     | ept. 846  |  |                |
|                            |                   | Sylvania Div., American V      |           | Walton Laboratories, Inc.                | 913            |
| Scale Specialties & System | ms 1342           | Corp.                          | 411       | Warner Electric Brake & C                | lutch Co. 1227 |
| Scandia Mfg. Co.           | 511               | Corp.                          | 411       | Weber Addressing Machin                  |                |
| Schooler Mfg. Co.          | 261               | m                              |           |  |                |
| Schroeder Machines Corn    |                   | Thompson, James, & Co., Inc.   | 1332      | Weber, H. G., & Co., Inc.                |                |
| Seal-Spout Corp.           | 201               | Toledo Scale Co.               | 1123      | Weigh Right Automatic S                  |                |
| Seamless Rubber Co., Th    |                   | Tompkins' Label Service        | 673       | West Co., Inc., The                      | 1257           |
| Shaw-Randall Co., Inc.     | 378               | Transparent Wrap Machine Co    |           | Winne, Frank W., & Son,                  |                |
| Shellmar-Betner Flexible   |                   | Traver Corp.                   | 1231      | Wiretyer Corp.                           | 1005           |
| Div., Continental Can      | Co., Inc. 512     | Trescott Co., Inc., The        | 130       | Wolverine Paper Conve                    |                |
| Shelton Mfg. Co., Inc.     | 905               | Triangle Package Machinery C   | o. 722    | chinery Corp.                            | 171            |
| Sherman Paper Products     |                   | Tri-State Plastic Molding Co., | Inc. 1107 | Wood Conversion Co.                      | 259            |
| Shipping Management, I     |                   | Twombly, C. E., Co.            | 239       | Woodman Co., Inc., The                   | 645            |
| Sill Industries            | 1121              |                                |           | Wrap-Ade Machine Co.,                    |                |
| Simplex Packaging Mach     |                   | Union Bag & Paper Corp.        | 345       | Wrap-King Corp.                          | 860            |
| Sinclair & Valentine Co.   | 1357              | Union Paste Co.                | 1157      | Wright Machinery Co.                     | 341            |
| Smith, H. P., Paper Co.    | 105               | Union Steel Products Co.       |           |  |                |
| Specialty Automatic Mac    |                   |                                | 534       | V-1- + T                                 |                |
|                            |                   | United Can Co., Inc.           | 1246      | Yale & Towne Mfg. Co.                    | 1126           |
| Speedry Products, Inc.     | 1457              | U. S. Automatic Box Machiner,  | y Co. 329 | York Tape Printers, Inc.                 | 1235           |

#### Floor plan and alphabet

23rd AMA National Packaging Exp

| Exhibitor Book   | th No.       | Exhibitor Boot   | th No.        |
|--|--------------|--|---------------|
| A-B-C Packaging Machine Corp.                              | 732          | Crown Cork & Seal Co., Inc.                                      | 270           |
| Acme Steel Co.   | 146          | Curtis, S., & Son, Inc.<br>Cushion Pack, Inc.                    | 904           |
| Addressograph-Multigraph Corp.                             | 1127         | Cushion Pack, Inc.   | 1054          |
| Ajusto Equipment Co.<br>Alemite Div., Stewart-Warner Corp. | 273          | Dahar Co. Holland Box Div  | 1322          |
| Algene Marking Equipment Co.                               | 112          | Daher Co., Holland Box Div.<br>Dennison Mfg. Co.                 | 842           |
| Aluminum Co. of America                                    | 566          | Dependable Compressor & Machin                                   |               |
| Aluminum Foils, Inc.                                       | 1232         | Co.  | 1213          |
| American Can Co.<br>American Excelsior Corp.               | 461<br>671   | Derby Sealers, Inc.  | 106<br>1253   |
| American Marking Corp.                                     | 1335         | Dewey & Almy Chemical Co.<br>Diagraph-Bradley Industries, Inc.   | 718           |
| American Partition Co.                                     | 1314         | Diaphane Corp.   | 128           |
| American Rondo Corp.                                       | 1340         | Dispens-A-Label Devices  | 1558          |
| American Type Founders<br>Ames Bag Co.                     | 871<br>1523  | Dixie Wax Paper Co.  | 1441<br>533   |
| Amsco Packaging Machinery, Inc.                            | 536          | Dobeckmun Co., The<br>Doran Bros., Inc.                          | 1431          |
| Anderson Bros. Mfg. Co.                                    | 1301         | Doughboy Industries, Inc.  | 667           |
| Arabol Mfg. Co.  | 455          | Dow Chemical Co., The  | 560           |
| Aravel Corp. Arenco Machine Co., Inc.                      | 962<br>202   | Drum Equipment Co.   | 1238          |
| Armour & Co., Curled Hair Div.                             | 1414         | Dumatic Industries<br>du Pont de Nemours, E. I., & Co., In       | 111           |
| Art Roll Leaf Stamping Co.                                 | 1435         | Film Department  | 423           |
| Arvey Corp.  | 122<br>1230  | Kinetic Chemicals Department                                     | 334           |
| Askania Regulator Co. Associated Cooperage Industries      | 1230         | Polychemicals Department Durethene Corp.                         | 324<br>1223   |
| of America, Inc.   | 247          | Dusenbery, John, Co., Inc.                                       | 1109          |
| Atlas Plywood Corp.  | 1122         | Described, John, Con, Lie  | 2200          |
| Avery Adhesive Label Corp.                                 | 135          | Eastern Duo-Fast Corp.   | 1249          |
| Bakelite Co., Div. of Union Carbid                         | e            | Eastman Chemical Products, Inc.                                  | 554           |
| & Carbon Corp.   | 412          | Eastman Kodak Co.  | 546           |
| Baker Raulang Co.  | 1051         | Economic Machinery Co. Div. Geo. I. Meyer Mfg. Co.               | 355           |
| Baker Industrial Truck Div.<br>Bartelt Engineering Co.     | 1051<br>1027 | Div. Geo. J. Meyer Mfg. Co.<br>Ekco Products Co., Ekco Foil Div. | 912           |
| Battle Creek Bread Wrapping Ma                             |              | Electronic Machine Parts, Inc.                                   | 816           |
| chine Co.  | 1105         | Elgin Mfg. Co.   | 253<br>107    |
| Beck, Charles, Machine Corp.                               | 223          | Envelope Mfrs. Assn. of America<br>Exact Weight Scale Co., The   | 828           |
| Bemis Bro. Bag Co.<br>Bensing Bros. & Deeney               | 303<br>360   |  |               |
| Better Packages, Inc.                                      | 234          | Federal Adhesives Corp.  | 1239          |
| Big Joe Mfg. Co., Inc.                                     | 1130         | Federal Tool Corp.   | 133           |
| Biner-Ellison Machinery Co.                                | 274          | Felins Tying Machine Co.   | 174           |
| Bischoff Chemical Corp.                                    | 1334<br>633  | Ferguson Machine & Tool Co.<br>Ferguson, J. L., Co.              | 1217<br>205   |
| Bivans, E. L., Inc.<br>Borden Co., The, Chemical Div.      | 1117         | Fibre Drum Mfrs. Assn.   | 139           |
| Bostitch, Inc.   | 655          | Findley, F. G., Co., The   | 1157          |
| Bradley Container Corp.                                    | 909          | Fischbein, Dave, Co.   | 826           |
| Bro-Dart Industries  Brown Reg-Filling Machine Co. Inc.    | 1522         | Flexi-Sales, Inc. Food Engineering                               | 1358<br>217   |
| Brown Bag-Filling Machine Co., Inc.<br>Brown Co.           | 1305         | Food Field Reporter-Drug Trad                                    |               |
| Burt, F. N., Co., Inc.                                     | 845          | News   | 149           |
| Burt Machine Co.   | 850          | Food Machinery & Chemical Corp                                   |               |
| C.I.T. Corp.   | 1034         | Canning Machinery Div.   | 6, 541<br>541 |
| Cameron Machine Co.  | 1055         | Fuller, H. B., Co.   | 1008          |
| Cargo Packers Special Products Co                          |              | Fulton Bag & Cotton Mills  | 147           |
| Celanese Corp. of America<br>Celluplastic Corp.            | 1207         | Cair Robert Co   | 506           |
| Celon Co., The   | 825          | Gair, Robert, Co.<br>Gaylord Container Corp.                     | 573           |
| Celotex Corp., The   | 1004         | General Box Co.  | 746           |
| Central States Paper & Bag Co.                             | 237          | General Electric Co.,  |               |
| Chaffee, Ralph, & Co.,<br>Chain Belt Co. of Milwaukee      | 301<br>1226  | Apparatus Sales Div.   | 1220          |
| Champlain Co., Inc.  | 206          | Geveke & Co., Inc.<br>Gilman Bros. Co., The                      | 1022<br>1557  |
| Chase Bag Co.  | 478          | Glassine & Greaseproof Mfrs. Assn                                | 1.,           |
| Chase Equipment Corp.                                      | 870          | The  | 132           |
| Chaspec Mig. Co., The Chester Packaging Products Corp.     | 460<br>925   | Globe Co.<br>Globe Heat-Seal, Inc., Heat Seal-                   | 1304          |
| Chippewa Paper Products Co., Inc.                          |              | Div.   | 241           |
| Chisholm-Ryder Co. of Pa.                                  | 822          | Goodrich, B. F., Chemical Co.                                    | 1035          |
| Clark-Aiken Co., The                                       | 1348         | Goodyear Tire & Rubber Co., Inc.                                 | 446           |
| Clark Equipment Co.<br>Cleveland Container Co., The        | 1150<br>333  | Gordon Cartons, Inc.<br>Gottscho, Adolph, Inc.                   | 833<br>224    |
| Colton, Arthur, Co.  | 1012         | Gravure Cylinder Corp.   | 1225          |
| Consolidated Packaging Machine                             | ry           | Greenwood Packaging Supply Co.                                   | 1454          |
| Corp.  | 266          | Gump, B. F., Co.   | 155           |
| Container Equipment Corp. Continental Can Co., Inc.        | 119<br>512   | Gutmann, Ferdinand, & Co.  | 114           |
| Counsel Machine Co., Inc.                                  | 581          | Hamer Machine Co.  | 959           |
| Craig Machine, Inc.  | 1408         | Hampden Tool Co.   | 1326          |
|  |              |  |               |



Exhibitor

Boo

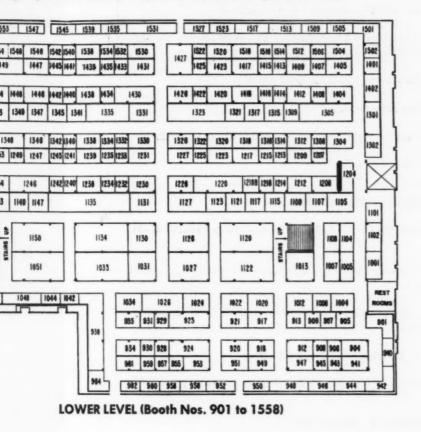
Hampton Mfg. Co.,
Industrial Tape Div.
Hankins Container Co., The
Harcord Mfg. Co., Inc.
Harvey, Guy P., & Son, Corp.
Hayssen Mfg. Co.
Hazel-Atlas Glass Co.
Heinrich, H. H., Co.
Hesser, Fr., Maschinenfabrik A.G.
Hewson, John, Co., The
High Production Machine Co., Inc.
Hilker Products Corp.
Hinde & Dauch Paper Co., The
Hobbs Mfg. Co.
Hofmann, Alfred & Co., Inc.
Hope Machine Co.
Horix Mfg. Co.
Hudson-Sharp Machine Co.

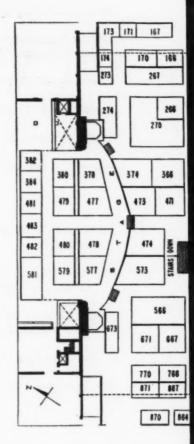
I. D. Co., Fancy Container Div. Ideal Stencil Machine Co. Imco Container Corp. Intaglio Service Corp. Interchemical Corp., Printing Ink D International Paper Box Machine Co. Co.
International Paper Co.
International Staple & Machine Co.
Irwin Corp.
Island Equipment Corp.
Ivers-Lee Co.

Jiffy Mfg. Co. Jones, R. A., & Co., Inc.

#### betical guide to booth numbers

ing Exposition, Atlantic City, Convention Hall, April 5-8, 1954





| Booth No        | . Exhibitor              | Booth No.          | Exhibitor                          |
|-----------------|--------------------------|--------------------|------------------------------------|
|                 | Kalamazoo Vegetable      | Parchment Co. 471  | Meyer-Clement, I                   |
| 104             |                          |                    | Meyercord Co., T                   |
| The 85          | Kidder Press Co., Inc.   |                    | Mid-States Gumm                    |
| 12181           | Kiefer, Karl, Machine    |                    | Miller Wrapping                    |
| orp. 140        | 2 Kimberly-Clark Corp.   | 213                | Milprint, Inc.                     |
| 23              |                          |                    | Minnesota Mining                   |
| 66              | 1 Kleen-Stik Products, I | nc. 1316           | Modern Packaging                   |
| 56              | 1 Kliklok Corp.          | 1323               | Monsanto Chemic                    |
| brik A.G. 102:  |                          |                    | Moore, Kenneth J                   |
| 111             | 5 Kurhan Co., Inc.       | 935                | Mosstype Corp.                     |
| Co., Inc. 26    |                          | 000                | Multistamp Co., T                  |
| 101             |                          | 814                | Mutual Plastic M                   |
| , The 43        | 3 Lassiter Corp., New Y  | ork Div., Inc. 148 | Mystik Adhesive                    |
| Inc. 103        |                          | l Co. 1353         | N. 1 O                             |
| 12              |                          | 1440               | Nashua Corp.                       |
| 30              |                          | 1347               | Nasko Machinery                    |
| Co. 30          |                          | 340                | National Adhesiv<br>Starch Product |
| er Div. 73      | o MRM Co., Inc.          | 204                | National Bundle                    |
| . 12            |                          | . 126              | National Can Cor                   |
| 142             |                          |                    | National Containe                  |
| 123             |                          | 505                | National Equipme                   |
| ing Ink Div. 52 |                          | 1448               | National Laborate                  |
| x Machine       | Markem Machine Co.       |                    | National Metal E                   |
| 113             | 4 Marsh Stencil Machin   | e Co. 221          | National Paper Bo                  |
| 113             |                          |                    | National Wooden                    |
| achine Co. 82   |                          |                    | New Jersey Mach                    |
| 142             |                          | 1442               |                                    |
| 11              |                          | 1241               | Olin Cellophane                    |
| 86              |                          |                    | Corp.                              |
| 00              | Co.                      | 1209               | Oliver Machinery                   |
| 24              |                          | 934                | Oneida Paper Pro                   |
| 54              |                          |                    | Owens-Corning I                    |

| Meyer-Clement, Inc.<br>Meyercord Co., The | 1101<br>1020 |
|---|--------------|
| Mid-States Gummed Paper Co.               | 841          |
| Miller Wrapping & Sealing Machine         |              |
| Milprint, Inc.                            | 424          |
| Minnesota Mining & Mfg. Co.               | 724          |
| Modern Packaging                          | 434          |
| Monsanto Chemical Co.                     | 312          |
| Moore, Kenneth J., & Co.                  | 103          |
| Mosstype Corp.                            | 249          |
| Multistamp Co., The                       | 127          |
| Mutual Plastic Mold Co.                   | 1214         |
| Mystik Adhesive Products                  | 151          |
| Mystik Hunesive Floridets                 | 101          |
| Nashua Corp.                              | 229          |
| Nasko Machinery Corp.                     | 171          |
| National Adhesives Div., Nationa          |              |
| Starch Products, Inc.                     | 441          |
| National Bundle Tyer Co.                  | 1216         |
| National Can Corp.                        | 577          |
| National Container Corp.                  | 374          |
| National Equipment Co.                    | 1247         |
| National Laboratories & Mfg. Corp.        | 173          |
| National Metal Edge Box Co.               | 454          |
| National Paper Box Mfrs. Assn.            | 637          |
| National Wooden Box Assn.                 | 766          |
| New Jersey Machine Corp.                  | 623          |
| Olin Cellophane Div., Ecusta Pape         | r            |
| Corp.                                     | 1120         |
| Oliver Machinery Co.                      | 254          |
| Oneida Paper Products, Inc.               | 1502         |
| Owens-Corning Fiberglas Corp.             | 1153         |
|   |              |

Booth No.

1502

| Exhibitor  | Booth No.   |
|--|---|
| Owens-Illinois Glass Co.   | 323   |
| Package Machinery Co. Packaging Industries, Ltd., Inc. Packaging Institute, Inc. Packaging Parade Packing & Shipping Pack-Rite Machines Div., Techtman Industries, Inc. Paisley Products, Inc. Paisley Products, Inc. Pak-Rapid, Inc. Paper Converting Machine Co. Parfait Promotional Packaging Control Pac | 131<br>245<br>864<br>712<br>212<br>159<br>1258<br>20. 1044<br>1345<br>473<br>738<br>203<br>1245<br>1048<br>300<br>1433<br>354<br>218<br>1131<br>1430<br>938<br>366<br>909 |
| Printing Machinery Co., The<br>Oueen City Tulatex Co.  | 859<br>928  |

# Conference Program AMA NATIONAL PACKAGING CONFERENCE

Convention Hall, Atlantic City, N. J. April 5-7, 1954

(All sessions held in the Grand Ballroom)

#### MONDAY MORNING

Chairman: LAWRENCE A. APPLEY, President, American Management Assn.

- 10:00 Conference Opening by LAWRENCE A. APPLEY.
- 10:15 Significant Developments on the Packaging Horizon—John A. Warren, Packaging Consultant, American Home Products Corp., New York.
- 11:15 Where are the Future Packaging Executives Coming From?—J. Collins Coffee, Partner, Management Development Associates, New York.

#### MONDAY AFTERNOON

- 2:00 HOW SEARS MAKES ITS PACKAGES SELL AT RETAIL
  - Chairman: FINDLEY WILLIAMS, Manager, National Store Planning, Package and Display, Sears, Roebuck & Co., Chicago.
  - Analysis of the Retail Market—FINDLEY WILLIAMS.
  - Concept of Packaging in Sears-C. W. HARPER, Manager of Packaging and Labeling.
  - Opportunities for Savings in Use of Fixtures and in Improved Stock Room Procedures

    —G. R. Berger, Head of Basic Research and Development.
  - Soft Line Packaging and the Feminine Point of View-Miss C. Von Huben, Visual Merchandiser, Soft Line Department.
  - The Visual Story of Packaging-J. B. Penson, Chief Package Designer.
  - The Copy Story of Packaging—W. G. WARREN, Copy Chief, Packaging and Labeling Division.

#### TUESDAY MORNING

- 9:30 PACKAGING IS A COORDINATED EFFORT AT MONSANTO
  - Chairman: T. P. Callahan, Manager, Packaging Development, Monsanto Chemical Co.

#### TUESDAY MORNING (Continued)

- Monsanto's Packaging Approach and Organization-T. P. CALLAHAN.
- Efficient Packaging Through Coordinated Effort Package Development— R. D. MINTEER, Assistant Manager, Packaging Development Department.
- Purchasing-C. C. Svoboda, Purchasing Agent, Organic Division.
- Production-R. F. CASSIDY, Plant Superintendent.
- Transportation-J. E. Swan, General Superintendent, Transportation & Materials.
- Sales-T. S. LAWTON, JR., Product Sales Manager.

#### TUESDAY AFTERNOON

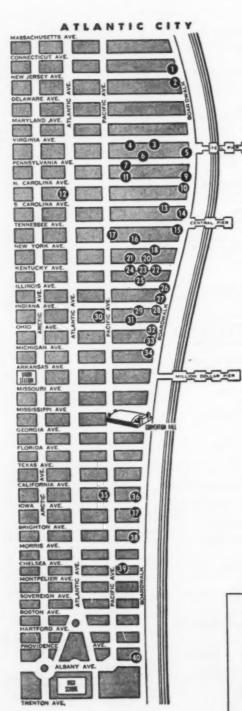
- 2:00 PROBLEMS AND SOLUTIONS IN INDUSTRIAL PACKAGING—THREE CASE STUDIES
  - Chairman: PAUL O. Vogt, Consultant, Packaging, Warehousing & Shipping, General Electric Co., Schenectady.
  - Sperry-Gyroscope Co. (Div. of Sperry Corp.), Great Neck, N. Y.—Robert Anderson, Packaging Methods Supervisor.
  - Carrier Corp., Syracuse-RAY A. TRITTEN, Chief Factory Engineer.
  - SKF Industries, Inc., Philadelphia-B. R. SACKETT, Assistant Sales Executive.

#### WEDNESDAY MORNING

- 9:30 THE PAYOFF IS IN PACKAGING RESEARCH AT KRAFT
  - Chairman: Dr. Hugh H. Mottern, Manager, Research Laboratories, Kraft Foods Co., Glenview, Ill.
  - A Kraft History of Packaging Successes—Dr. Hugh H. Mottern.
  - How Packaging Research is Organized in Kraft—Lewis J. Hayhurst, Chief of Package Research.
  - Cheez Whiz—A Packaging Research Case History—Frank E. Johnson, Jr., Project Leader, Packaging Research.
  - Saving Dollars Through Packaging Research Analysis--Frank A Brown, Group Leader, Packaging Research.
  - Packaging Research In Action—Five Success Stories—Lewis J. Hayhurst, Chief of Package Research.
  - Using Packaging Suppliers to Maximum Effectiveness—G. N. Fisher, Packaging Specialist.

#### **Atlantic City**

Hotel District and Convention Hall



#### INDEX TO MAP

Ambassador-37

Boscobel-21

Breakers-1

Brighton-27

Chalfonte-Haddon Hall-9-10

Chelsea-38

Clarendon-4

Claridge-28

Colton Manor-7

Columbus-17

Crillon-29

Dennis-33

Eastbourne-30

Flanders-16

Fox Manor-35

Holmhurst-6

Jefferson-23

Kentucky-24

Lafayette-11

Lexington-18

Madison-25

Mark-39

Marlborough-Blenheim-32

Mayflower-15

Monticello-20

Morton-3

New Belmont-14

Penn-Atlantic-12

President-40

Ritz-Carlton-36

Runnymede-31

St. Charles-2

Seaside-5

Senator-13

Shelburne-34

Sterling-22

Traymore-26

#### HOURS

#### EXPOSITION

Monday, April 5 Tuesday, April 6 Wednesday, April 7 Thursday, April 8

12 noon to 6 p.m. 12 noon to 9 p.m. 12 noon to 6 p.m.

10 a.m. to 3 p.m.

#### CONFERENCE

Monday, April 5

Tuesday, April 6

10 a.m. to 12 noon 2 p.m. to 4:30 p.m. 9:30 a.m. to 12 noon

Wednesday, April 7

2 p.m. to 4:30 p.m. 9:30 a.m. to 12 noon

As in previous years, the National Packaging Conference is scheduled to be held during the first two-and-a-half days of the show in the Convention Hall ballroom. Major emphasis at this year's conference will be on presentations by three companies, offering complete details on their over-all packaging operations and revealing facts never released before.

Sears, Roebuck & Co. will discuss improvements made when their entire packaging activity was re-organized. Facts on costs will back up their report.

Kraft Foods Co. will hold a discussion on research led by executives of the company's packaging research section. They will talk about their methods, applications and results, with illustrations of economies that have resulted from investment in research and testing.

Speakers from Monsanto Chemical Co. will outline the firm's complete packaging program, showing how each department—from product development through production, warehousing, engineering and sales—contributes.

Industrial packaging problems will be examined by executives from three other companies selling diverse types of products. Other conference sessions will be devoted to a discussion of what lies ahead for packaging.

Concurrent with the conference, and open to all conference registrants, will be the A.M.A. Packaging Conference Exhibit of company materials illustrating packaging, packing and shipping functions. Hundreds of forms, brochures, manuals, records and reports illustrating subjects discussed at the meeting will be on display.

The conference will be open to both members and non-members of the American Management Assn. The registration fee for the full conference is \$12; those attending for a shorter period will be charged at the rate of \$5 for a day or \$3 for a half-day.

Those who plan to attend the conference may register either in advance or on the spot. Hours of the conference sessions are: Monday, April 5—10 a. m. to noon and 2 to 4:30 p.m.; Tuesday—9:30 a.m. to noon and 2 to 4:30 p.m., and Wednesday—9:30 a.m. to noon.

The exposition itself will be open a total of 26 hrs., in accordance with the following time schedule: Monday—noon to 6 p.m.; Tuesday—noon to 9

p.m.; Wednesday-noon to 6 p.m., and Thursday-10 a.m. to 3 p.m.

Following the usual practice, registration is open to all businessmen and there is no charge for the exposition. Admittance cards may be obtained in advance, to speed registration, from any exhibitor, from the American Management Assn., at 330 W. 42 St., New York, or from Clapp & Poliak, the Exposition managers, at 341 Madison Ave., New York.

Two important trends in packaging will be reflected in the materials and equipment on display at the 1954 show, according to John A. Warren, packaging consultant, American Home Products Corp., who is A.M.A. vice president in charge of the packaging division, and Flloyd L. Triggs, advertising manager, Riegel Paper Corp., who is chairman of the A.M.A. National Packaging Exposition exhibitors advisory committee. These are in the accelerated technical progress and in the greater stress on the package's selling function—both resulting from intensified business competition.

Competitive pressure is stimulating increased research to find new uses and markets and to improve packages and equipment, Mr. Warren reports. Better coatings, linings, alloys, films and paper products are enhancing the physical and protective properties of packages, in many cases at reduced cost. For example, improvements in processing of lighter-weight aluminum foils are opening new fields of packaging formerly considered unfeasible.

More packaging operations are being mechanized and equipment to run at greater speeds is continually being developed, Mr. Warren points out. The newer machines require less maintenance and can be operated by less highly skilled personnel. In pace with the equipment makers are the container manufacturers, who are turning out bottles, cans and cartons with finer tolerances for fast-moving packaging lines.

According to Mr. Triggs, the buyer's market is encouraging better packaging as a part of product improvement—an alternative to price cutting. The buyer gets more for the same amount of money through packages that reduce spoilage, avoid waste and keep products longer.

Before the show gets under way, the Package Machinery Mfrs. Institute, headquartering at the Hotel Dennis, will have a get-together dinner Saturday night, April 3; a luncheon followed by a business meeting on Sunday, April 4, and a reception and dinner that evening.

The annual Spring luncheon of the Packaging Institute will be held at the Hotel Dennis at 12:30 p.m. on Wednesday, April 7, it was announced by E. H. Balkema, vice president in charge of technical committees. Everyone interested in the work of the Institute is invited to attend. Tickets are available from the Packaging Institute, 342 Madison Ave., New York 17, at \$4.75 a plate.

A complete guide to the Exposition and Conference is attached and, for the convenience of readers, can be easily removed. In addition, the alphabetical list following—including all exhibitors who answered MODERN PACKAGING'S questionnaire before the issue deadline—gives details of exhibits, names of key personnel and hotel headquarters:

ABC PACKAGING MACHINE CORP. Booth 732. ABC short case sealer and ABC "Junior" case sealer. Personnel: O. A. Rupp, R. W. Stevens, K. J. Kortvelesy, P. T. Zenlea. Hotel: Dennis.

ADDRESSOGRAPH - MULTIGRAPH CORP. Booth 1127. Addressograph Model 1950 demonstrating imprinting of shipping labels; Addressograph Model 105 with tag lister and numbering attachment demonstrating imprinting of shipping tags; Multigraph Duplicator Model 400 with a new continuous load feeder which handles a variety of cartons, boxes and other types of material. Personnel: A. D. Bowen, E. W. Mackey. Hotel: Chalfonte-Haddon Hall.

ADJUSTO EQUIPMENT CO. Booth 273. Automatic adjustable chairs and stools for use at machines, tables, benches and in laboratories; new tilt-seat stool with adjustable seat and foot-plate; also adjustable stool which may be attached to bench or machine. Personnel: Rex Dawson, Sam W. Heer, J. H. Welte, A. H. Engelsen, D. W. Engelsen, P. W. Engelsen. Hotel: Marlborough-Blenheim.

ALUMINUM CO. OF AMERICA. Booth 566. Complete line of closures including customers' packages for food, liquor, wine, drug, pharmaceutical, toiletries, chemical and household-supplies industries; complete line of collapsible tubes by Collapsible Tube Division; also cxhibit of foil products. Personnel: C. Christy Jones, D. H. Thompson, D. O. Rowley, A. G. Osborne, R. E. Hospes, R. V. Elliot, D. B. Strohm, W. S. Mc-(This listing continued on page 332)

## INSERTS OUTSIDE

The old practice of attachments has some clever new wrinkles that can help to sell non-cartoned items lacking in label space



DOUBLE DUTY is served by Sassy Sauce's label, which is both a label and an eight-page recipe folder. The folder can be torn off, as illustrated at the right, leaving a replica label glued to the jar.

The idea of putting the insert outside, so to speak—as a direct attachment to the bottle, jar or can which has no enclosing carton—is an old one. Using a folder in this manner was the logical way to provide the consumer with important use or product information that required more space than ordinary labels could provide.

Recently the practice of attachments has taken on more than a utilitarian aspect. With the growing importance of recipe leaflets and premium offers as sales adjuncts, it is being recognized that the string-attached or accordion-folded little booklet offers one more way of attracting the shopper's attention and influencing the self-service choice. It also provides an effective way to cross-advertise related products.

While the string attachment usually involves hand labor, an accordionfolded leaflet can be handled and glued to the container just like a single-sheet label, on most standard semi-automatic and automatic machines. In at least one case, the folder serves both as label and informational booklet and in other cases—particularly where it is glued to jar tops—the leaflet serves a label function in providing a price spot for the retailer.

Outside inserts have fared well, users say, in pulling orders for recipe booklets and also for premiums, triaming cost per order at the same time. The Walter Baker Division of General Foods, in offering stainless steel kitchen knives, succeeded in selling 600,000 knives before the promotion ended.

The Borden Co. has been using booklet attachments on its Eagle Brand sweetened condensed milk for years. Three "editions," each containing eight or nine recipes for the product, are rotated every few months. One page in the folder contains a form for obtaining "a whole cook book of magic short-cut recipes," some 70 in all.

A folder attached to the can is considered by Borden's to be one of the easiest and cheapest ways to put recipes, essential for use of the product, in the hands of ultimate users. Inquiries for the more elaborate cook book serve as a barometer of product acceptance by customers. In any one month, anywhere from 1,100 to 1,600 inquiries may be received, representing about one-third of total inquiries from all media combined.

A new approach is being used by Nalley's, Inc., Tacoma, Wash. This company went to an auxiliary label to inform the public of the many uses of Sassy Sauce, a salad dressing and meat sauce. The innovation here is that the folder, measuring approximately 3 by 2 in. (larger than most), is the actual product label. The first leaf, printed in full color, carries typical label information. By breaking the interior seal of the first fold, the user can review the recipes inside. But the last fold in the five-fold folder is a repeat label, printed blue on white, with a scored edge so the recipe booklet can be removed while still leaving the product-identification

The absolute necessity of having some way to price mark merchandise for self service has, up until a short time ago, complicated application of these attachments. Retailers reported that some manufacturers inadvertently covered the price spot on their containers with the folder. Quick to recognize the pitfalls of this practice, manufacturers now position the attachment so as not to interfere with the pricing area or, if this is unavoidable, allow room for the price mark on the attachment itself. Taking the latter course, the Borden Co., which positions the attachment on top of its condensed-milk can, has reserved a large white area on the cover so that retailers can continue the practice of price stamping an opened case of cans on top.

While they were still in their infancy, the printed attachments sometimes fell off the package due to glue failure or the method of packing containers in cartons. New glue formulations have obviated the first problem and careful attention to packing, the second.

Attachment of such folders can be made manually in the manufacturer's own plant; with the aid of standard types of semi-automatic or fully automatic labelers or by a spot-gluing machine.

A packager entertaining the idea of adopting these auxiliary labels may be guided by these production considerations:

1. How does the speed of the regular packaging line compare with the speed that attachments can be made? If a big spread exists, will this create a bottleneck?

2. Will the attachment adhere well enough to surface of container? An



NEW REQUIREMENT for self service is provision of price-marking space when folder is glued to top of package. Borden's was a pioneer in using the "outside insert" to give some recipes and to pull fan mail for more. A larger, full-color booklet is mailed to those who write in.



VERSATILITY OF D. Vincenti & Co.'s packaging technique is illustrated by these two labels, both applied by same type of standard, semiautomatic labeling machine. Gold-colored foil label (left) is attached to 70-mm. cap to catch gift shoppers during holidays; multi-fold leaflet, with inside spot seal on one end, is applied the rest of the year.

oily tin, for example, may resist glue. Either the cause of the trouble must be removed or the right kind of glue found.

3. What steps should be taken to make sure the attachment remains affixed to the container? On heavier containers like paint cans, often stacked one on top of the other, the attachment can easily be scraped off

unless positioned in a recess. Again, cereals, packed correctly in cartons, must be carefully arranged to prevent one container from rubbing against the other and loosening the folder.

CREDIT: Borden and Sassy Sauce attachments, Outserts, Inc., 11 W. 42 St., New York.

## Component package

Hull-les

Hull-les

Horizon

Forder

TO THE TOTAL THE TO

Things are really popping at the busy plant of TV Time Foods in Chicago. This aggressive company, which in 1951 first test marketed a convenient new type of two-sectioned flexible plastic package for popcorn, containing the corn, salt and the popping oil, has recently installed automatic packaging equipment which has greatly increased its production potential. Currently the company is turning out more than a million bags of popcorn per week, working on a 16-hr., six-day schedule.

Mechanization marks the latest development in the story of this ingenious compartmented flexible package, whose construction and convenience features suggest possible application to various other types of products having similar merchandising and preparation problems.

Originally fabricated of 4-mil and later 3-mil straight polyethylene film when filled and closed on a semi-automatic basis, the package is now also made, in a slightly modified version, of polyethylene-coated cellophane for the new automatic production lines. To keep pace with heavy market de-

For a technical report on polyethylene-coated cellophane, see "Polyethylene-Coated Cellophane," p. 203, this issue.

TWO COMPARTMENTS in new package, made of polyethylene-coated cellophane on automatic equipment, are formed by vertical heat seal up the middle between compartment for popeors grain on left and butter-colored hardened papping oil on right.



State to use the manning off.

#### Three steps to



SQUEEZE aureduced all peri. Compartment is wider at the top for easy removal.

## TV Time's two-windowed pouch with all the makings for popcorn is a sales hit using new principles and a new material

mand for the product, both the original production line and the two new automatic machines which fabricate, fill and seal the bags are being kept busy. Several additional automatic machines are on order and will be installed as soon as completed.

#### A component package

The package is a striking demonstration of the utility and convenience of what is coming to be known as the "component package"—combining in one package the separately protected, pre-measured components of the final products. It also demonstrates a prime advantage of the new polyethylene-coated cellophane, which apparently assures it a big future in pouch packaging: the ability to handle faultlessly on high-speed automatic machinery.

Several years ago, when Benjamin Banowitz, president of TV Time Foods, decided to market to consumers a high-quality hull-less popping corn which he had been instrumental in developing, he set up several definite requirements which the package should meet.

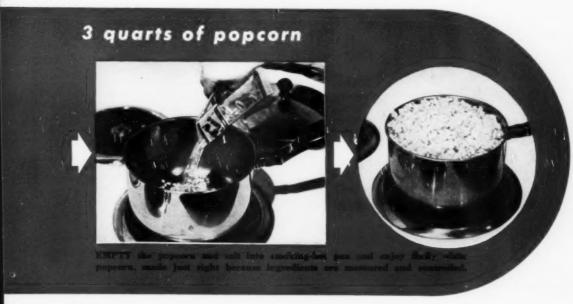
Primarily, he felt that regardless of the excellence of the corn (a specially grown hybrid variety), satisfactory sales results could not be achieved without controlling the type and quantity of oil used in popping the corn. This indicated the desirability of packaging the oil directly with the corn, if possible. Secondly, to insure maximum popping results and superior flavor, the moisture content of the corn itself had to be held at approximately 13.75% through an indefinite shipment and storage period prior to purchase. Mr. Banowitz also believed that a "one-shot" package, whose entire contents would be used at once, was necessary to avoid storage of unused portions with deficient protection and consequent changes in the moisture content. In addition, it was recognized that the package must be reasonable in cost, capable of highspeed filling and closing, attractive in appearance and convenient to use.

The package originally devised by Mr. Banowitz to meet these diverse requirements consisted of a printed bag of straight polyethylene film divided into two sealed compartments. The larger of the compartments, at the left side of the package, contained the popping corn, plus the proper quantity of salt, while the narrow section at right held a stick of hardened oil made up from several types of oils, processed under their own specific tech-

niques, assuring no rancidity or use of anti-oxidants. Except for the use of polyethylene-coated cellophane, this is the package as now used.

The specially formulated oil will stay fresh indefinitely, requires no refrigeration and maintains its solid form throughout all temperature ranges normally encountered in shipment and storage. The combined weight of the package ingredients is 4 oz., sufficient to make 3 qts. of popcorn. Printed in blue and white by the flexographic process (in the case of the treated polyethylene film), the package has two transparent "windows" on the front through which the amber grains of corn and the hardened vegetable oil, the color of butter, may be clearly seen. The cellophane-polyethylene package is rotogravure printed on the reverse side of the cellophane. The reverse side of the package carries explicit directions on how to open the dual envelope and pop the corn.

The item is reported to be a "hot" impulse seller in food stores wherever it has been introduced. Apparently there is almost irresistible appeal in being able to see the amber grains of fine, clean popcorn and the butter-colored, hardened popping oil and in realizing the convenience of having





MERCHANDISER for counter sales is one-piece folding box printed in red and blue, containing 24 packages, with slip-in header at back. Note instructions on back of the package.

all the makings of a big bowl of popped corn in a single, pre-measured package.

A long period of experimentation and development work preceded the initial market introduction of TV Time popcorn in Pittsburgh, Pa., in 1951. Extensive shipping, storage and laboratory tests were conducted to make certain that both the product and the package were ready for their

market debut. It was necessary, for example, to make certain that the oil would not diffuse through the package and cause the printing to flake off; proper methods of treating the polyethylene film prior to printing eliminated any problems of this nature. It was also desired to test the response to the new package by retailers and consumers.

As a result of this sound formula of development and testing, the product now enjoys effective national distribution and is being backed by a 1954 advertising budget of \$500,000, twice the size of the 1953 appropriation. Promotion emphasizes television as an advertising medium, with newspapers and radio commercials also used in major cities.

Thanks to the convenience features of the TV Time package and its accurately measured amounts of corn, salt and popping oil, use of the product is extremely simple. The consumer has only to open the oil section of the bag, squeeze out the hardened popping oil into the pan and then, when the oil begins to smoke slightly, open the other side of the package and empty the corn and salt into the cooking vessel. There is nothing to measure and no other containers to open. Having completed its function, the package is then discarded.

With the original polyethylene bag,

still in use on the semi-automatic line, the package sections are cut open with scissors at clearly marked locations. Even greater consumer convenience has been attained with the new polyethylene-coated cellophane package, which has tear notches at the edge of each bag section, easily opened with slight finger pressure.

The successful functioning of the TV Time package is the result of close attention to this and other small but important details. For example, the oil section of the package is slightly tapered, making it wider at the top than at the bottom. (This feature is incorporated among the general claims in the company's patent applications, now pending.) This construction makes it easy for the hardened stick of oil to slide out the open top of the envelope when pressure is exerted on the bottom of the stick. The principle involved is similar to that which causes a wet bar of soap to leap from the hand when fingers are closed tightly around it.

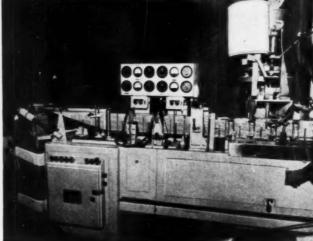
#### **Production details**

From the packaging standpoint, an important point is the fact that the oil is in liquid form, at a temperature of approximately 100 deg. F., when introduced into the flexible container. This facilitates handling and accurate filling. On the way from the supply tank to the filling equipment, on both

#### Automatic machines form, fill and seal



GENERAL VIEW of two-machine installation at plant of TV Time Foods in Chicago. Corn and oil are fed in successive steps into the compartments of package and combined output is 120 packages per minute.



WEB IS FED from left to right. The pre-printed polyethylenecoated cellophane is folded to form the bottom of the pouch, which is sealed at two sides and between the compartments, is notched for tear opening, and is cut off.

the automatic and the semi-automatic line, the oil is kept in liquid form by means of electrical resistance wires spiraled around the overhead pipelfines through which it is conveyed. Before the packages can be packed for shipment, however, the oil must be shaped and hardened into a solid block. This is accomplished by running the packages by conveyor through a refrigerated cooling tunnel where a temperature of approximately 40 deg. F. is maintained.

For the trip through the tunnel, the bags, immediately upon being filled and closed, are placed in an upright position on metal forming holders carried by the conveyor. These metal clips are so shaped that the oil hardens in the desired block form, with straight sides which make it easy to expel from the package. The trip through the cooling tunnel requires about 8 min., after which the bags are removed and packed for shipment as outlined in a later paragraph. The popping oil is so formulated that it will remain in solid form throughout temperatures normally encountered in shipment and storage of the product; however, if it should soften at summer temperatures, no harm will be done.

For the original packaging line, TV Time Foods buys the pre-printed 3-mil polyethylene film in continuous roll form and makes its own bags in the plant on automatic bag-making machines. These bags are then filled with oil and popping corn semi-automatically through the use of gravity-fed hoppers and the necessary dispensing valves, after which the top is sealed by rotary heat-sealing equipment.

However, in developing new equipment for automatic operation, basic changes in package construction were necessary. In a continous-flow operation, the new machines form the packages from a continuous roll of material, cut them off, fill and seal them. Due to its softness and stretching characteristics, straight polyethylene film did not lend itself satisfactorily to this operation. The answer was found in 300 MSAT cellophane having a 2-mil extrusion coating of polyethylene, which is applied after the cellophane has been rotogravure printed on the under side. This construction makes for particularly sharp, attractive printing and also protects the printing, since it is sandwiched between the cellophane and polyethylene. Using continuous rolls of this material, each automatic machine now turns out, fills and closes the packages at a rate of somewhat over 60 packages per minute.

#### The automatic line

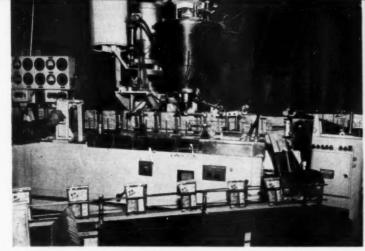
The sequence of operations on the automatic equipment is illustrated in two of the accompanying photographs.

Each machine is loaded with a roll of the printed bag stock approximately 13 in. wide. A single operator attends each machine, changing rolls when necessary and making any required adjustments. As the polyethylenecoated cellophane is drawn through the machine, it passes first over a folding die which forms the seamless bottom of each bag. This area is also heat sealed for added strength.

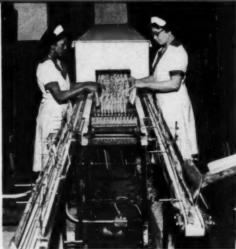
All operations are closely synchronized as the material moves intermittently through the machine while the various bag-making, filling and sealing cycles take place. Vertical heat seals are made which form the individual bags and another slightly slanting seal which divides each bag into the corn and oil compartments. Next, the area between each two bags is automatically notched near the top to facilitate tearing open the finished package, after which the separate bags are cut off by a guillotine arrangement. Electric-eye control, actuated by printed areas on the bag material, insures accurate integration of the bag-making operations.

Each finished bag is picked up by a clamp device and carried beneath the first filling spout, where it is held open momentarily by vacuum while a measured amount of corn and salt is metered into the left section of the package. Corn for the two machines (This article continued on page 310)

#### the two-compartment poly-cello pouch



FILLING of corn and salt is from two hoppers at left, liquid popping oil from cone-shaped hopper. Electrical resistance wire wrapping oil-feed pipe keeps oil hot and liquid. Pouches are then top sealed and discharged down chute to conveyor taking off to left.



LINES CONVERGE at cooling station, where pouches are placed in forming holders on continuous belt for cooling at 40 deg. F., which forms and hardens the popping-oil section.

## Design

#### Eye appeal with polyethylene protection on the seed counter



Changing ideas in seed packaging are indicated by these printed polyethylene bags adopted by the Reed S. Lehman Co., Seedsmen. In addition to attractive appearance, they provide required protection against moisture and insects. The bags, reported to be more economical than formerly used cotton bags and cartons, have been favorably accepted since their recent introduction. They are printed in grass green and white, and feature a horseshoe to illustrate the "Lucky-L" brand name. Bags for all types of seeds are made in the same size and design. They are closed with a heat-seal capper which gives complete information about the particular seeds. In this way, seeds of different weights can be merchandised in the same size of bag and correct weight stated on the capper.

CREDIT: Bags, Milprint, Inc., Milwaukee, Wis.

#### New color achievements on paper bags



Four-color process printing on the display front and black-and-white halftone printing on the back of this bag for Fives Kibbled Dog Food, product of Walter Kendall Dog Food, is believed to represent a new achievement in paper-bag printing. Particularly significant is the unusual fidelity of the halftone reproduction on the super-calendered stock. The front color panel features an appealing dog, licking his chops while eyeing the reproduction of the dog food that appears to stream from the side panel, across and down to the bottom front of the bag. The back panel carries feeding directions, guarantee and sell copy, together with illustrations of the Kendall plant.

The bag is of triplex construction with a double kraft liner and a stand-up square base. The triplex bag prevents the sharp-edged dog food from cutting through the calendered stock and assures complete rigidity of the bag. The 8-lb. bag size is indicative of the recent trend on the part of dog-food processors to employ the larger size for modern marketing.

CREDIT: Bag, American Bag & Paper Corp., Philadelphia.

## Histories

#### Non-skid jars please shopper and retailer

The growing popularity of glass containers and closures specially designed for stacking on self-service retail shelves is indicated by this new package recently adopted by Snow Island Brands, Inc., for merchandising its line of Top-It Instant Frostings.

The glass container is manufactured with a raised ring on the base which, when stacked, fits into the depressed ring in the top of the lithographed metal screw cap. Thus when the jars are stacked one upon the other on store shelves, they do not slide and fall when handled by shoppers. The printed wrap-around paper label and lithographed closure are brightly colored in red, yellow, blue and white to attract the eye of self-service shoppers.

CREDITS: Container and closure, Armstrong Cork Co., Lancaster, Pa. Label, G. A. Ackermann Printing Co., Cicero, Ill.



#### Self-elevating cartons

For its new line of dry waxed interfolded delicatessen paper and dry waxed food tissue, Green Bay Tissue Mills has adopted this integrated family of green and white folding cartons highlighting the company's distinctive pine-tree trademark, which also appears on letterheads, identifying stickers, shipping labels and advertising material. Symbolizing the north-woods origin of the paper products, the package design and color combination present a fresh, clean-cut appearance which has quickly won favorable recognition in the food trade. The same motif is also used on 5-indiameter Pony Rolls of dry waxed paper in three widths, as well as on flat wrap packages of food tissue and kraft wrapped packages of delicatessen paper.

An unusual construction feature of the pop-up dispensing cartons consists of die-cut tabs in the bottom which fold inward and lock into position to elevate remaining tissues for greater accessibility when the box is about two-thirds empty.

CREDITS: Design, Ralph Anderson Studio, Green Bay, Wis. Cartons, Green Bay Box Co., Green Bay.



## Design

#### Re-usable pocket pouch for pipe tobacco



Greatly increased shelf life, smart display and ease in carrying are features of the new package for The Bloch Bros. Tobacco Co.'s Kentucky Club pipe tobacco.

Components of the new package are a pouch, folding carton and cellophane overwrap. The pouch, made from a web of polyethylene-coated foil laminated to reverse-printed glassine, can be carried in a suit without any noticeable bulge, inconvenience or extra wear on clothing. Specially adapted machinery incorporating a new cartoning attachment forms the pouch, fills it, inserts it in the carton and seals the carton.

CREDITS: Pouch and overwrap materials, Shellmar-Betner Div., Continental Can Co., Mt. Vernon, Ohio. Pouch-forming, filling and cartoning machine, Bartelt Engineering Co., Rockford, Ill. Wrapping machine, Scandia Mfg. Co., North Arlington, N. J.



#### Brand strength for paper products

A comparison of old and new packages for Crown Zellerbach Corp.'s consumer line of household paper products sold under the "Zee" trade name shows the greater sales appeal of the new design, which the company reports has produced "phenomenal" sales results. It is reported that 65% of all paper products for the home are bought on impulse. These growing impulse purchases in self-service retailing prompted this redesign. Sales appeal, quality identification, simplicity and color harmony feature the new packages. Colors are sky blue and burgundy red, with large white areas on the paper wraps and clear areas on the cellophane to give a clean quality appearance. Two of the company's other lines of paper products-Chiffon and Comfort-have also been redesigned for impulse appeal. The packages are effective in mass display.

CREDITS: Design, Frank Gianninoto & Associates, New York. Printed cellophane wraps, The Dobeckmun Co., Cleveland, Ohio; Milprint, Inc., Milwaukee, Wis., and Paper Products, Los Angeles. Carton for waxed paper, Fibreboard products, Inc., San Francisco. Paper wraps, Western Waxed Paper Dio., San Leandro, Calif.

## Histories

#### New horizons for a tooth-paste package

Primary consideration in designing the packaging for Procter & Gamble's new Gleem tooth paste was to achieve a package which would have high display value for both supermarket and drug-store merchandising, together with a cosmetic flair. A secondary consideration was to achieve distinctiveness which would provide immediate recognition of the product without having to read the brand name. The carton and tube are printed in transparent red and blue against white with brand name in white.

CREDITS: Design, Donald Deskey Associates, New York. Tube, Sun Tube Corp., Hillside, N. J.; Victor Industries Corp., Brooklyn; A. H. Wirz, Inc., Chester, Pa.; Wheeling Stamping Co., Wheeling, W. Va. Carton, Richardson Taylor-Globe Corp., Cincinnati. Cap, Mack Molding Co., Wayne, N. J., and A. H. Wirz, Inc.



#### Box-building display on a budget

A combination storage case and display box has been developed for merchandising the Master Addresser Co.'s Post Master, a spirit postcard printer. Formerly, point-of-sale materials had to be furnished dealers to aid in selling the product and the low price of the item did not allow much dollar margin for this purpose.

The unusual design of the box, which is printed in three colors, affords stationery and office-supply dealers a way to build a colorful point-of-sale promotion for counters or windows without additional materials. By stacking a number of boxes, as illustrated, top, side and end panels assemble into an eye-catching pattern of copy and illustration. The postcard printer, together with the duplicator-fluid can and carbon-units package that come in the case, may be arranged in the display and also used for demonstration purposes.

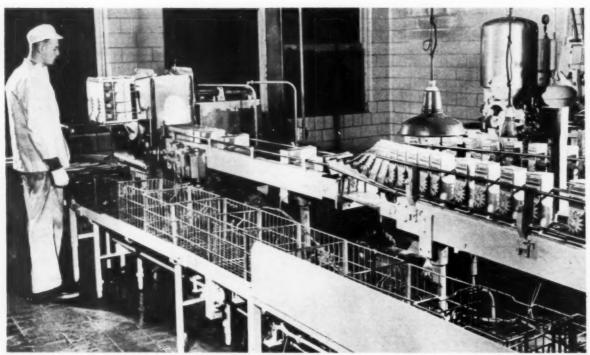
An added advantage to the consumer is that the sturdy case provides a permanent storage box for the postcard printer.

CREDIT: Box. Paypar Products Co., Minneapolis, Minn.



#### Case packer for milk in fibre

First of its kind, Borden's machine may provide the final mechanization of a 10-billion-package industry



HE ONLY STANDS and watches now that a machine has been developed to take Borden's fibre milk containers from the filler, turn them on their side, assemble the containers in tiers and push the whole load into a wire delivery basket. Up until now, the milk industry has packed 10 billion such containers per year by hand only.

One of the most significant developments in the merchandising and marketing of fluid milk has been the rapid rise of the fibre milk container. In the 20 years since the first commercial distribution of milk in fibre containers really got under way, the number of fibre containers consumed annually has risen from 84,000 to an estimated 9½ to 10 billion units in 1953—carrying nearly 45% of the total packaged milk consumed in this country.

Another demonstration of the popularity of the fibe container is a recent survey\* which indicates that 75% of the consumers who buy their milk in

stores—a total of more than 50% of milk users—purchase the milk in containers, while 25% buy their milk in glass. In point of volume, for packaging a single product in a disposable container, the fibre milk carton is exceeded only by all types of metal cans used for fruit and vegetable products.

The casing of fibre milk containers has always been largely a manual job, with workers taking the containers from a conveyor and loading them into a pack arrangement in a non-partioned case. This was true for both the flat-top style of container and the gable-top carton.

Cooperation between the milk industry, fibre-container manufacturers and a leading builder of case-loading machinery now has led to the development of the first successful fibre milk-container packer for flat-top cartons, use of which has been pioneered by the Borden Co. Thus, one of the few remaining big-volume fields in which unit packages had to be case loaded by hand is now in prospect of being conquered.

Actually, two versions of the flattop packer have been developed: one for quarts operating at a maximum speed of 200 containers a minute or 10 cases packed five by four by one; and one for pints and halfpints with a maximum speed of 180 containers a minute, packing six cases of pints six by five by one, or three cases of half-pints six by five by two.

The first of the new machines was installed late in 1952 in the Brooklyn plant of the Borden company and an

<sup>&</sup>lt;sup>6</sup> From a speech by V. K. Shuttleworth, manger, Dairy Products Div., American Can Co., at the 17th annual meeting, International Assn. of Milk Control Agencies, Victoria, B. C., June, 1953.

extensive test period followed. Results proved so satisfactory that soon additional units were installed at others of the company's New York plants.

Typical of operations is Borden's Mt. Vernon, N. Y., plant. Here scores of thousands of flat-top containers are filled every day on an 8-hr., six-

day-a-week basis.

The empty flat-top containers are delivered to the plant ready for filling. Outside the filling room, the cartons are manually unpacked and placed upon a conveyor where they are carried overhead 50 ft. to the filling line. The conveyor is capable of holding 18 cases of empty cartons.

The speed of the operation is timed to the filling machine. The filler receives the empty containers, opens the spout, automatically fills the container to a pre-determined level, closes the pouring spout and then dates or codes

the carton.

The filled milk containers move along a conveyor a short distance, U-turn and start toward the packer. The cartons are delivered to the packaging line in an upright position, but before they reach the packer are twisted onto their sides and move into the machine.

As each group of five enters the packer, it is automatically elevated and another tier is raised under it. This continues until four tiers are assembled. The empty case is placed on the loading funnel in contact with the release bar. This bar then activates the "pusher" arm after the load is assembled in the load-forming area and discharges the four-tiered load into the wire delivery case which Borden uses.

In comparison with the recommended maximum speed of the new case packer—200 cartons a minute—the average manual packing line for paper milk containers operates at a maximum of 109 cartons a minute. Although the difference may seem small, it amounts to 216 cases by the end of an 8-hr. day and, of course, the labor saving is considerable.

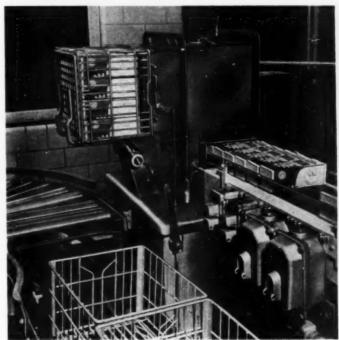
Once packed, the containers are set on an off-bearing conveyor by means of the packer drop-off arm and carried downstairs to the storage and loading areas.

Experience generally indicates that the case packer can be credited with elimination of overtime hours, increased production and decreased packaging costs. It has also lessened container damage resulting from human fatigue. Toward the end of a shift, workers packing by hand usually become tired and have a tendency to drop the containers into the case, rather than lowering them gently. This can result in fracture of the wax coating and subsequent leaking or softening of the carton at point of fracture. This danger has now been drastically reduced.

Further developments in the future may possibly lead to a machine that will similarly handle gable-top containers.

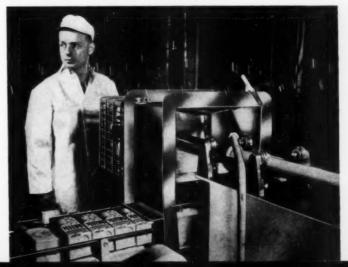
CREDITS: Model 806 Fibre Milk Container Packer developed and produced by Standard-Knapp, Division of Emhart Mfg. Co., Portland, Conn. Borden's flattop fibre milk containers and filling machine, American Can Co., 100 Park Ave., New York 17.

CLOSE-UP of the packer head, showing a load of quart containers, four by five by one, being inserted into a case. The rocker arm then deposits the case gently, right side up, on the take-off roller conveyor. Speed of operation is 10 cases per minute.



PHOTOS COURTESY STANDARD-KNAPP.

VIEW FROM BACK of the packer head, showing the plunger at far end of the stroke, pushing load of 20 qts. into case. An elevator mechanism will assemble four more tiers after the plunger withdraws. The containers are handled more gently than they are by hand.





AN ORCHID—so real you can almost pick it—printed on Lady Pepperell Fine Combed Percale top sheet package shows the fine process work that is commercially available today on polyethylene film.

#### Full color on polyethylene

Pepperell, first to use this strong film for household textiles, is now a leader in adopting full photographic reproduction

Progress in the printing of polyethylene film reaches a new high in the full-color-process floral reproduction used as part of the decoration of the new orchid wrap for Lady Pepperell fine-combed percale top sheets.

This new rotogravure-printed wrap, a section of which is attached herewith to speak for itself, is the result of months of development work on the part of Pepperell Mfg. Co., Boston, in cooperation with the printer and supplier of the wraps to reproduce with remarkable fidelity a full-color photographic illustration of an orchid on polyethylene film.

The new wrap marks the latest step in the current Lady Pepperell packaging program, which began in 1952, when Pepperell was first in the household-textile field to adopt polyethylene film for the wrapping of sheets and pillowcases.

For several years, Pepperell had been experimenting with packaging films to find one that would offer all of the desired characteristics for household textiles.

Polyethylene was selected because of its ability to stand up under all conditions, without becoming brittle on aging and shattering in cold and extremely dry atmospheres—a problem that has hampered the textile industry for years in its effort to get practical, transparent packaging. With polyethylene, Pepperell reports, returns of damaged packages have dropped to practically nil.

Pepperell is using polyethylene in 1½-mil thickness, which it reports

SAMPLE COURTEST NASHUA CORP. AND OLIN FILM DIV.

ACTUAL SAMPLE of new Pepperell wrap attached at right speaks for itself to illustrate the remarkable fidelity of the rotogravure-printed reproduction.



# ADYPEPPERL eversible on

FINE COMBED PERCALE TOP SHEETS

Lady Pepperell Snug Fit sheets for top sheet use are companions for the popular and famous Lady Pepperell bottom Snug Fit sheets. They feature the exclusive reversible seam in each of the pockets. They are neater than any other available. They are at least 1/2 stronger than other fitted sheet pockets and because they are reversible, they look well, whatever side of the sheet is on top.

The sheet is tailored to provide excellent permanent fit. Ample, full kick room is provided at the bottom.

EXCEEDS Type 180 STANDARDS

TWO SHEETS-TWIN BED SIZE





COMPLETE LINE of Lady Pepperell packages currently reproduced by solid color with line overprint. Carnations, geraniums, roses, pansies, orchids and daisies comprise the six colorful floral designs.

#### Polyethylene wraps are



PRE-CUT WRAPS are separated by paper slip sheets. The operator places the folded sheet on the top wrap of a stack in front of her. She makes a lengthwise seal.



ENDS ARE TUCKED and she is ready to make the end seals of the package, having previously discarded the slip sheet over the next wrap on top of the stack.

costs less than the heavy gauges and duplex constructions of other types of packaging films commonly used. With the polyethylene wraps it has also been possible to eliminate U-boards in the packages, contributing to economy.

One of the major aspects of the problem for the last two years was that of printing the wraps with the colorful floral brand designations which the company had been using for some time. These floral designs have come to identify various qualities and grades of Pepperell merchandise and they add colorful feminine appeal to the packages.

First requisite was the development of inks capable of withstanding both abrasion tests and the severe pressure-sensitive-tape tests. Such inks were finally obtained and an acceptable illustrative effect was achieved by the use of solid colors overprinted with line drawings.

The complete line of Pepperell sheets and pillow cases now in printed polyethylene wraps requires a total of six different floral wraps: carnation for fine muslin, with an alternate item of the same quality identified with a geranium; a rose for the next quality muslin and a pansy for the alternate product; orchid for top-

#### hand applied



AFTER INSPECTION, she places completed package on conveyor which takes it for packing in shipping case.

quality percale and a daisy design for the alternate item.

While the colorful line drawings—still retained for all packages but the orchid fine-combed percale top sheet wrap—present a most attractive appearance on store counters, the printer of the wraps saw in these floral designs an excellent opportunity for experimenting with process work on polyethylene film.

The orchid wrap for the Pepperell first-quality percale top sheets was selected as the starting point. The printing procedure devised for the effective result begins with an outline impression of the orchid in flat white, followed by tone yellow for the center portion. This white and yellow are covered with a toned plate impression of deep orchid color, which also appears as the solid color for the name, "Lady Pepperell." The last impression is green, toned for the leaf effect over the base white.

Pepperell is extremely pleased with the results and, while the company is using rotogravure process work currently only for the one orchid wrap, study is continuing on the whole sheet-packaging program. No further changes in the packaging are contemplated by Peppereli in the immediate future, however.

The company is also intensively studying mechanical methods for handling polyethylene wraps, which so far, in this industry, have had to be applied and heat sealed by hand.

At present, the printed polyethylene wraps are supplied to the textile firm pre-cut to size, each separated by a paper slip sheet. A stack of these is placed bottom side up in front of each operator, who discards the slip sheet as she places the product to be wrapped on the top sheet of film. She arranges the wrap for the lengthwise seal with a hand iron, after which she tucks in the ends to make the end seal and is ready to repeat the operation from the stack of wraps in front of her. Completed packages are placed on a conveyor which delivers them for packing in shipping cases.

This wrapping method is the same as Pepperell used with previous packaging films, except for the use of the slip sheets to facilitate handling the limp polyethylene and except for an adjustment of heat-sealing units to assure proper pressure, heat and dwell for the polyethylene in the thickness used. These adjustments, however,



STORES like the polyethylene wraps because of ease of handling without breakage or tearing of film and the display feature of the colorful floral designs which attract shopper's eye.

make practically no difference in the time required to complete a wrap, the company reports.

Pepperell says that polyethylene packaging has helped sales tremendously. Consumers are attracted to the colorful wraps, while dealers like them because of the ease of handling without danger of breakage or tearing of the film. Pepperell was skeptical at first, fearing sales resistance because of polyethylene's haziness, especially on colored sheets. Apparently fears were ungrounded. The slight loss in clarity did not seem to matter in view of the better package protection, which has practically eliminated damaged packages and resultant soiled merchandise that had to be either returned to the mill for repackaging or to be sold as markdowns.

CREDITS: Polyethylene wraps printed by Nashua Corp., Nashua, N. H., using Olin polyethylene jilm supplied by Olin Film Div., 655 Madison Ave., New York, and inks by In-Tag Div. of Interchemical Corp., 67 W. 44 St., New York. Wells Thermo top heat sealers, Wells Mfg. Co., 220 Ninth St., San Francisco 3, Corley-Miller end sealer, Miller Wrapping & Sealing Machine Co., 18 S. Clinton St., Chicago 6.



SCORE LINES make G.E.'s new clock carton a dual-purpose container that readily converts into a display. Unique cutaway effect provides a stage-like setting—accomplished at no increase in use of material or of space.

TO SET UP DISPLAY...
REMOVE CLOCK & PACKING—
REPLACE CORD SET IN BOX.



HOLD BOX AS SHOWN ABOVE.



PRESS DOWN WITH THUMBS



AND PULL CORD BETWEEN



PULL TOP FLAP DOWN FLUSH AND SNAP LOCKS



PLACE CLOCK IN DISPLAY.

TO REUSE AS A PACKAGE...

OPEN BASE AND PUSH OUT DISPLAY PLATFORM.

HOW TO CONVERT clock carton into platform-type display is illustrated by a series of diagrams on flaps of each carton.  $\mathbf{F}$  rom two different divisions of General Electric Co. this month come two different stories which illustrate once again the importance which America's largest consumer-product manufacturers place on packaging which is efficient, functional and sales compelling.

Built-in sales aids, streamlined to irreducible simplicity in construction and ease of use, are featured in General Electric's new line of dual-purpose cartons and in-pack displays adopted for electric clocks. As a result of the new aids built into its packages, G. E.'s Small Appliance Div., Bridgeport, Conn., has found that the tempo of clock sales has moved pleasantly ahead of expectations. Ingeniously constructed to carry, protect and do a unique selling job, these display packages readily lend themselves to a variety of modern merchandising opportunities. In addition, they answer a long-felt need for display versatility better to meet the demands of a diverse range of retail outlets-appliance, drug, department, jewelry, gift and variety stores.

The new, basic container for G. E.'s line of clocks is a folding carton scored so that the top half of the front panel folds down inside the carton to provide a display shelf. When the box is opened and the clock removed, the cord is dropped back into the box, the sides are pushed in along the lines indicated by the scoring and the front panel is pressed into position to form a platform f, amed by triangular sides and a vertical back panel that provide a cutaway effect. Thus, in a few simple steps the carton is converted into a point-of-sale display.

This carton was only the start of the "new look" in G. E. clock packaging. With a view to obtaining the widest possible exposure for the clock line, the company decided to look further into the display-pack field. The result of this exploration was the idea of a series of multiple-unit in-pack displays. Clocks were to be packaged at the factory in pre-mounted displays that would require the barest minimum of effort on the part of the dealer to set up. The multiple-unit idea of packing three of four clocks in a single ready-to-use display fit in perfectly with the deal merchandising used in clock distribution. Smart displays might in this way be made available directly to every G. E. clock dealer, from the smallest to largest, and at no cost to him in time, effort or money.

The result of this thinking was the present line of G. E. multiple-unit display packs. These ship as flat, rectangular panels which are readily set up into effective counter, shelf or window displays. In shipment, the clocks are safely contained deep in the package. When the display is lifted from the shipping package, the clocks are automatically projected part way out from the face of the display, thereby affording a view of the clock cases as well as the dials. This is accomplished by means of a sliding panel in the back of the display. The sliding panel is attached to the platforms upon which the clocks sit. When the display is set up in its proper position, the panel lifts up, tilting the attached platforms to the desired angle to project the clocks out from the face of the

According to M. W. Wheeler, manager of the General Electric clock department, everyone concerned has benefited from the introduction of the department's new display packages. "G. E.," he reports, "has obtained a smart new dual-purpose display con-

## GENERAL ELECTRIC'S 'SELL'

Clock cartons serve both as carriers and display settings;

200 appliance-parts packages are now a family of 22

tainer for the same price that formerly was spent for a single-purpose packing carton. Greater exposure at the retail level has been obtained for the clock line than was imagined possible and a system has been set up by which retailers receive their display material with their clock orders. An immense amount of waste experienced formerly in the use of display material has been eliminated. G. E. distributors no longer have to spend so much effort selling displays into retail outlets. Distributors are automatically provided with added sales features in the unit and multiple-display packs, and their display inventories are generally much reduced. Clock dealers receive, at no extra cost, an individual display with practically every kitchen and alarm clock in the line. They receive clocks prepacked in easily set-up displays that provide an immeasurably valuable amount of sales assistance.

From the time the clocks first were sent out in the new packages, careful studies have been made and observations recorded of the effect of the display carton on sales of new models. In test areas, dealers who had never before given display space to a clock line set up the display cartons in attractive combinations. Sales of the new Brite-Dial and Boudoir alarms exceeded the department's own highly optimistic estimates. Department officials immediately made plans to pack other new clock models and much of the existing line in the new convertible display carton.

Similar success has been experienced with the several models of the multiple-unit in-pack display. It has proved especially effective for displaying and merchandising the same clock model in different colors. A good example is the "Jackstraw Time" dis-

play featuring red, green and blue models of the Jackstraw kitchen clock. Impulse sales have resulted that might never have taken place had only one color been on display. Moreover, the retailer is encouraged to give the display a favorable sales location, because it comes to him ready to set up, involves no additional cost and is economical in its demand for space.

For these reasons it is believed the idea of sending merchandise from the factory, already mounted in in-pack displays, can be of great potential benefit to the entire small electric-appliance industry.

An adaptation of the in-pack principle, for example, is found in the design of a five-unit salesman's carrying case. In this application five new G. E. clocks are mounted in an easel-

type display, packaged in a heavystock carrying case.

In all the different uses of the inpack display in the G. E. clock line, one guiding factor has predominated. The packs are designed to sell by presenting the product to its best possible advantage. The clock's own design was considered the selling point to be stressed. For that reason artwork and copy on the new displaypack line were kept as simple as possible. There is no elaborate sales story on the cartons or the displays. The clocks, effectively presented in miniature stage-like settings by ingenious containers, tell their own story.

A single size of corrugated folding carton is used to package 500 different parts and a total of 7,500 parts and





DEAL PACKAGE displays the three decorator colors in the "Jackstraw" line to encourage impulse sales. Quick, effortless set-up and compactness of the display are features welcomed in all types of retail outlets.

Clear identity of product by name and catalog number.

Use of G. E.'s new "Sunny Service" carton figure on "product service" packages.

Use of a line-texture area to tie in with a design element used on the G. E. appliances themselves.

A standard was also set for other design elements of the new packages. The design must create a feeling of dignity and reliability in keeping with the company slogan, "You can put your confidence in General Electric." It must lend itself to a variety of sizes and shapes with the use of one color or several, be strong in display value and possess good remembrance value for the consumer.

Also behind the design approach was the feeling that a modern-day package should be easy to describe for a radio audience and show up in striking fashion when viewed on television. The designers recognized that the same simplicity of design which makes packages acceptable for self-service merchandising also makes them good TV performers.

All these targets set up by the planners were hit-and at less cost,

which, of course, was another overriding objective. The G. E. monogram, the cartoon character, explicit information and color for greater eye appeal were molded into the newly developed design.

Aside from the G. E. monogram, by far the most distinctive element common to all of the packages, is the lined "textured" area. A cross-hatching of close-spaced horizontal lines and wider-spaced vertical lines creates the effect.

Savings in cost were naturally made by standardization-shrinking the 200 containers that had been used to a mere 25. Broken down by types of containers, they include: five sizes of self-sealing envelopes printed in blue on gray stock; three sizes of folding corrugated cartons printed in red and blue on gray board; one size of folding paperboard carton, printed in red and gray on white stock; 14 sizes of folding paperboard cartons, printed in blue on gray mist stock; one size of can for Protective Polish, and one size of aerosol can for the Touch-Up Tool enamel.

Indicative of the savings is the fact (This article continued on page 320)

products are packaged in containers of different types, sizes and shapes with a single basic family design, under an ambitious program now being completed by the Product Service Section of the Major Appliance Division of General Electric, headquartering at Louisville, Ky. The program involves approximately 1,500 items for each of the five major G. E. appliance groups and required the redesign of envelopes, labels, folding cartons, as well as cans.

G. E.'s package planners—K. V. Moulton, a packaging engineer at Zanesville, Ohio, and T. A. Tarpey, package designer in Appearance Design, Louisville—recognized as the only sensible approach the adoption of a simple, uniform design, flexible and suitable for all of the containers. Existing packages came in over 200 assorted sizes and types; some were without any printed identification or carried skimpy information. It was the old story of the line that had grown up gradually but got so big it finally had to be corralled.

Design targets set up by the team included these major requirements:

Instant company identification by use of the "G. E." monogram.

MAJOR OVERHAUL by G.E.'s Product Service Section of Major Appliance Division results in this coordinated family group, representing most of the 25 types and sizes of packages now used for some 7,500 items, in place of a previous ill-assorted 200. The three sizes of corrugated cartons shown in rear handle 150 different items; the long, flat folding carton in left center (imprinted for ice-cube tray) packages no less than 500 different G.E. appliances.



#### Smoother case loading

## Change to end-opening shippers and an automatic loader protects the finish of Simoniz's polish cans

One of the oldest and best known manufacturers of automotive "beauty aids" is The Simoniz Co., Chicago, whose name has long since become almost synonymous with such products. Recently this organization broadened its line to include several new automotive products, as well as a self-polishing floor wax and furniture polish. An important corollary activity in connection with this move was a package redesign program which integrated the various products and brought about stronger identity.

New products and increasing production have also led to the installation of added equipment facilities. For example, Simoniz has just installed, at its modern plant in Kankakee, Ill., two new machines for highspeed, fully automatic loading of its "F" style pint and quart size Simoniz cans in the corrugated shipping cases. The unique features of these machines consist of their improved drive and electrical interlocking system, with the inclusion of an electric clutch in the drive where an instantaneous stop motion is required without the attendant shock of a mechanical clutch action

With the installation of these new loaders, Simoniz has also changed over from top-opening to end-opening shipping cases on both the quart and pint lines. Reduced board cost and lower labor cost are two of the principal advantages gained through this change. Another important advantage of this style of case, when used with modern loading equipment, is the fact that it eliminates rough handling of cans and packages, thereby reducing the danger of container damage. Instead of rolling or sliding the cans on lithographed or labeled surfaces, the cans are conveyed to the loader and handled through it on their bottoms-the strongest part of the canand there is no banging of containers to cause dents or leakers. Cans ride

bead-to-bead instead of body-to-body.

In addition, end-opening cases stack better because they have a smooth, flat surface and there is less tendency for stacked cases to tip and fall. Usually, end-opening cases are also stronger because the greatest strength in the case is in the corners.

Both of the new units installed by Simoniz are fully automatic case opener-loaders with up-ender discharge, for sealing on a regular top and bottom case sealer. The corrugated shipping cases, in knockeddown form, are automatically fed from the supply magazine opened, squared, bottom flaps folded and the case registered on the loading horn. As the quart and pint cans, on their respective lines, leave the filling and capping equipment, they are conveved to the case-loading machines, collected and assembled in the proper pack arrangement and then pushed into the prepared cases from the side. Loaded cases are then up-ended automatically on a take-away conveyor leading to the top and bottom sealer.

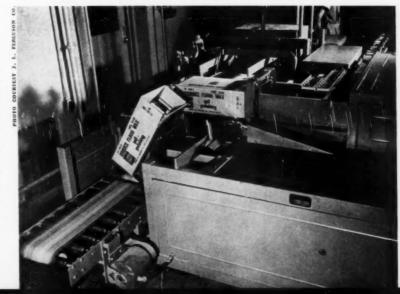
The loading machine illustrated

handles pints. This unit opens corrugated shippers and loads and positions 24 of the "F" style pint cans in a six-by-two loading pattern, requiring two plunges to complete the loading of the end-opening case. With this loading arrangement, maximum output is 10 cases or 240 cans per minute.

The quart machine utilizes a fourby-three loading arrangement for the cans, with a maximum potential of about 240 cans per minute. With this machine, a single plunge motion loads a complete case, since the cans are brought from a single inlet line into a progressive pattern which groups the required number for loading.

CNEDITS: "Packomatic" container opener-loaders, J. L. Ferguson Co., Joliet, Ill. Filling equipment, The Karl Kiefer Machine Co., 919 Martin St., Cincinnati 2, Ohio. Lithographed cans, Continental Can Co., 100 E. 42 St., New York 17. Can closures, Anchor Hocking Glass Corp., 20 Glass Ave., Lancaster, Ohio, and Owens-Illinois Glass Co., Toledo 1, Ohio. Corrugated shipping cases, Cornell Paperboard Products Co., 1514 E. Thomas Ave., Milwaukee 1, Wis.

AUTOMATIC OPENER-LOADER takes corrugated case from magazine, sets it up open at one end and shoves in the assembled load of 24 pint cans in a single, gentle, horizontal motion. Loaded cases are then upended automatically on a take-away conveyor to the case sealer.



<sup>\*</sup>See "Simoniz Modernizes," Modern Packaging, Aug., 1952, p. 92.

## GRAIN FUMIGANT THE STATE OF TH

## Packaging

Increasing interest in good design principles and ample product information in every field is indicated by United Co-Operatives, Inc.'s 1-gal. metal container for Unico Grain Fumigant, colorfully lithographed in black, lemon yellow and red. The design won first award at the recent competition of the National Council of Farmer Cooperatives. Can, Continental Can Co., New York.

Red and brown cartons for band-saw blades made by the Delta Power Tool Div. of Rockwell Mfg. Co. are aimed at stimulating impulse buying of these hardware products. Three sizes of cartons accommodate all blade sizes, the largest carton measuring 15½ in. square and 2 in. deep. Design, Robert G. Neubauer, Inc., Bridgeport, Conn. Carton, Frankenberg Bros., Columbus, Ohio.

A 600% jump in sales was reported when these rollstock, gravure-printed bags were introduced for Chef's Pride sausage, distributed by Colonial Stores, Inc. Success was attributed to the appetite-appeal illustration against the white background, to the ease of forming patties by cutting off the sausage rather than forming them by hand and to the stamped-on expiration date assuring freshness. Package, Shellmar-Betner Div., Continental Can Co., Mt. Vernon, Ohio.

All elements of this jumbo bag—measuring 14% by 11% by 2 in.—are planned to suggest "economy" to the shopper. This "two-in-one" package, formed from a 438-sq.-in. piece of brightly printed cellophane, holds two separate, sealed, 6%-oz. unprinted cellophane bags of Warner's "Dub'l-Pak" potato chips, made by the East Coast Food Corp. Bag, Cello-Masters, Inc., New York.

Perforated polyethylene disks that fit into the James H. Forbes Tea & Coffee Co.'s spice jars serve the dual purpose of an inner seal and shaker top. An unlined metal cap provides the outer closure. Jar bottoms are recessed to match recesses in the cap, which aids in shelf stacking. Jars and caps, Hazel-Atlas Glass Co., Wheeling, W. Va. Polyethylene disk, Wheeling Stamping Co., Wheeling. Label, Interstate Printing Co., St. Louis, Mo.



5





## Pageant

6 Labels that resemble shipping tags identify the new family of frozen fruits marketed by Frigid Food Products, Inc. Round cans are lithographed in colors and designs suggesting the particular fruits packed. Seven different varieties of fruits—pineapple, strawberries, boysenberries, peaches, rhubarb, red raspberries and blueberries—come in 10½-oz. cans, while a 20-oz. can is used for the red sour pitted cherries. Cans, American Can Co., New York.

Appropriate gold-colored aluminum foil labels have been selected for Frank Fehr Brewing Co.'s new "Liquid Gold" beer. Company slogans—"Perfect Taste" and "Supreme Quality"—appear in a repeat pattern, with a diamond shape superimposed over the repeat for product name and trademark. The glass is a 12-oz, flint bottle. Label, Reynolds Metals Co., Louisville, Ky. Bottle, Owens-Illinois Glass Co., Toledo, Ohio.

8 Distinction is given to canisters of Cameo Copper Cleaner with this gleaming copper-colored aluminum foil label featuring a reproduction of a real cameo in black and white to the in with the trade name. The foil label also offers the high moisture protection required for the product. Label, Milprint, Inc., Milwaukee.

Multiple sales are promoted by the Realemon-Puritan Co. with this handy four-color-printed paperboard carry-out case that fits around the base and across the top and bottom of three 6-oz. cans of non-frozen fruit concentrates—one each of lemonade, limeade and orangeade. Top half of the end cans are visible. A special automatic packer applies the case to the cans. Case, Morris Paper Mills, Melrose Park, Ill. Cans, Continental Can Co., New York.

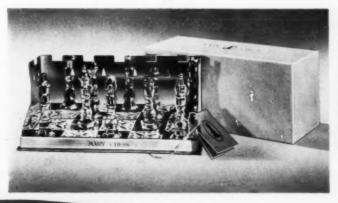
A set-up box constructed to simulate a section of a chessboard is the newest Mary Chess perfume gift package, called Golden Court Set. Gold-colored backdrop for the bottles, die cut and shaped to suggest the battlements of a castle, is of metallic-coated acetate which reflects in its mirror-like surface the five bottles, designed







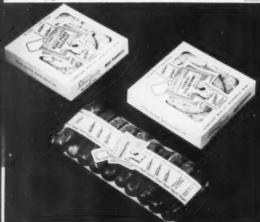






## Packaging





like chess pieces. Top of the box is velour covered. Box, Paul T. Freund Corp., Rochester, N. Y. "Mirro-Brite" backdrop, Coating Products, New York.

Even the push-cart pretzel man today is learning the sales advantages of clean, dust-free products in cellophane. Joseph Senatore Bakery's old-fashioned soft pretzels sold mostly to street vendors are now being packaged in printed cellophane bags. A 15 to 20% increase in sales was reported during their first week of use. Bags, Lassiter Corp., Charlotte, N. C.

Eight individual unit packs of Balm Argenta hand lotion marketed by W. O. Washburn & Sons slip into stapled catch-covers designed as purse containers. This new product is brought to the shopper's attention when displayed in a coral-colored window carton holding 12 of the purse packets. Carton, Arvey Corp., Chicago. Catch-covers, McGill Warner Co., St. Paul, Minn.

A new family design unifies the line of three processed meats packed by the Schweigert Meat Co. and provides instant brand identity for the products. Window eartons for pork sausage and bratwurst and labels for cellophane-wrapped Smokettes are three-color printed. Packages, Marathon Corp., Menasha, Wis.

Corned beef brisket sales increased 300% in the Los Angeles area when Von's Grocery Co. started pre-packaging the product in printed film bags. Made of 120 HM Pliofilm, the bags are packed in the individual stores. Meat is inserted in the end-sealed bag and the open end is tied with a metal clip. Bags, Milprint, Inc., Milwaukee, Wis., using Goodyear Pliofilm.

A corrugated display container for Standfast Products Co.'s Shredair, a four-in-one vegetable shredder made of plastic and light metal, protects this fragile product in shipment, yet permits shopper examination from all angles at point of sale. A die-cut corrugated tray anchors the shredder. Package, Ohio Corrugated Box Div. (Cleveland), Robert Gair Co., Inc., New York.





## Pageant



TOASTED PEANUTS 17

By using a gold-colored, plated urea cap over the valve assembly, Helena Rubinstein shows how to make a truly cosmetic-looking package out of the lithographed metal aerosol container for her Cologne Foams. The packages were prize winners in the recent Aerosol Festival. Containers, Crown Can Div., Crown Cork & Seal Co., Inc., Baltimore, Md., and plated by Albert Sierad Co., Mamaroneck, N. Y. Valves, Precision Valve Corp., Yonkers, N. Y. Aerosol filling, Connecticut Chemical Research Corp., Bridgeport, Conn.

A new vacuum-packed metal container used by Franklin Foods gets factory-fresh national distribution of Dry-Toasted Peanuts. This round, key-opening, 4-lb. lithographed can-showing the company's new package design motif-fits into a polystyrene plastic dispenser for self-dispensing in restaurants, at cigar counters and other public places. Cans, American Can Co., New York. Dispenser, Unit Products Corp., Saline, Mich.

Brilliant colors and the clean design of these new carry-home cartons achieve greater impulse-buying appeal for Brewing Corp. of America's Carling ale and beer when displayed in supermarkets. Both are made of 100% virgin kraft, plastic coated for multi-trip use. Cartons, Atlanta Paper Co., Atlanta, Ga.

Redesigned full-color-printed wax-paper wraps for Megowen-Educator's Cheese 'n Rye crackers capture the spirit of the days when the company started business in the New England area in 1885. The erackers shown on the face of the wrap were reproduced by color photography. The wrap is one-side waxed, with the dry side glued to the carton to maintain proper moisture content. Wrap, Nashua Corp., Nashua, N. H.

Better protection and neater appearance are provided by a disk made of 0.005 rigid vinyl sheet used as a secondary seal on jars of Consolidated Cosmetics' Lanolin Plus cleansing cream. The letterpress printed disk assures freshness and prevents cream from adhering to jar lid. Disk, Walter R. Frank, Elmhurst, Ill.









REDESIGNED WRAPPERS show use of greater color areas and prominence given to striped design. Low-starch loaf showed 80% sales increase a few weeks after new package was on market.

#### More color for bread

Arnold Bakers are writing new chapters in the success story which in 14 years has pushed them to top rank in their field

One of the top business success stories of the last decade is that of Paul Dean Arnold, who, from nothing in 1940, has built Arnold Bakers, Inc., Port Chester, N.Y., into a company whose products are distributed regularly today to 19,000 outlets along the Atlantic seaboard, with mail orders as far west as Phoenix, Ariz., and frozen baked goods shipped to Italy, England, Germany and the Panama Canal Zone.

As essential to this success as the quality of the baked goods are the distinctive and colorful packages that have helped to win this company's enviable brand position. On store shelves, Arnold packages have become a strong influence on the improved appearance of baked-goods packages generally in areas where Arnold products have become leaders.

Just how vital is packaging to Arnold's success is illustrated by the company's new four-color printed wrap for low-starch bread, which is reported to have upped sales by some 80% within a few weeks after it was introduced.

This kind of packaging does not just happen. It is the result of continual study of marketing needs and shopping habits. Today Arnold retains a leading design consultant to make constant field checks and revisions.

Arnold was fortunate from the beginning in selecting its familiar tall, outline serif letters which in linear arrangement on the top and sides of the bread wrappers form a dominating, immediately recognizable element. The best characteristics of this logotype have been retained for family identity on all Arnold packages, because of their striking identity, but during the past year a number of refinements have been made, illustrating once again the need for continuous planning to meet today's challenging merchandising requirements,

Modifications have been made in the trademark lettering-so slight as to be unnoticed by the shopper, but enough to round off the characters to give better legibility and to provide better spacing and balance. A second color, red, has been added to step up the former black-on-white waxed-paper wrapper for white bread, now known as Arnold's Brick Oven Loaf. A rectangular red color patch now touches the letter "A" of the trade name, tilted to call attention to the new reverse-printed slogan, "Tailored for Toasting." Red accents are also used to emphasize the designations "white," "enriched bread," "thinly sliced for perfect sandwiches." The vertical color stripes which have become such a familiar, identifying feature of Arnold packages have been added to the ends of the bread wrap-



RESTYLED CHARACTER, "Bob the Baker Boy," now wears a striped apron that matches the package stripes. He can be depicted in any suitable pose.

pers in all cases, in colors distinguishing the various varieties of breads.

For its waxed-paper wrappers on specialty breads, Arnold has gone in enthusiastically for multicolor printing. While the same logotype maintains family identity, the Arnold Raisin Tea Loaf has an attention-getting grapecolored background against white and buff stripes. The Arnold Low-Starch Loaf wrapper-so successful it almost doubled sales overnight-is four-color printed in a combination of brown, buff, vellow and black, with the Arnold outline letters showing through in white. Three colors are now used on the Arnold whole wheat loaf wrapper-brown and yellow for the logotype lettering with accents of red for product identification and sell copy.

So enthusiastic is Arnold about the more extensive use of color on bread wrappers that plans are now under way for further revisions using greater solid-color areas. The company was pleased with the recognition given its bread wrappers in being awarded

PRODUCT ILLUSTRATION in full color on redesigned bags for cookies gave the shopper a visual indication of the contents that upped sales overnight in new markets where Arnold products had previously been little known.



PHOTOS COURTEST CHARLES C. S. DEAN.



NEW STUFFIN' BAG printed in dark brown, red and cream sets off toasted color of stuffing. Former white background did not enhance this appetizing color of product. Menu suggestions are pictorialized in diamond-shaped areas on both sides of package, which suggest cube shape of stuffing.

one of the first prizes in the recent Package Designers Council competi-

After considerable research, Arnold has also adopted one of the new hard-finish, high-gloss waxed papers for bread wraps, which is reported not only to give more protection to the bread, but has the advantage of quick drying so that several colors may be applied in quick succession without smudging, thus permitting greater use of close-register printing.

Arnold rolls are produced in two product groups—those which are designed to be home browned and those that are ready baked. While the identifying family logotype and stripe motif are used for both these package groups, which are either printed cellophane tray packs or printed cellophane bags, each group is distin-

## ARNOLD FINE WHITE BREAD

## ARNOLD

CLEAN-UP of trademark shows improvement by rounding-off letters, better spacing, better balance, Fine white bread is now called "Brick Oven Loaf."

guished by different color schemes: red and yellow stripes combined with dark brown for the home-brown products and red, white and blue for the ready-baked rolls. Product identification for the home-brown rolls is emphasized by the use of an additional identifying color used as a contrast with the family-package color, such as a light blue for home-brown rolls, marine blue for butter crumpets, aqua for crusty egg loaves. Clear areas, of course, are provided on all the packages so that the shopper can see the product through the cellophane, well contrasted to the colorful wraps. A saw-tooth border around the clear areas is believed to give added interest and distinction to all of the packages.

For the new butter-crumpets package, a hexagonal border-design device has been used around the clear areas in a manner to attract attention to

the hexagonal shape of the crumpets themselves.

A trade character known as "Bob the Baker Boy" has been made more useful in presenting selling messages on the packages by restyling in keeping with the Arnold family. Bob is now depicted with a striped apron that matches the package stripes. The figure can be shown in any pose as illustrated by such diverse uses as holding a bunch of grapes in each hand on the Raisin Tea Loaf, or as a symbol on the frozen bread with a banner saying, "Keep Freezer Fresh." He also becomes a strong mark of identity when shown on the clear cellophane areas of the roll packages holding up the banners which designate the type of rolls in the package.

An effective package change was made as a result of Arnold's research in building up its cookie line. It was found that cookie sales were good in areas where consumers were familiar with Arnold bread and rolls, and were familiar with the brand name, while sales lagged elsewhere. The reason was that the former packages-duplex glassine-lined paper bags-had no visual indication of what they contained. The complete line of cookie packages has been redesigned with realistic full-color drawings of the cookies on the bags integrated with the Arnold logotype and family stripe motif in colors appropriate to each type of cookie, Result: immediate sales increases in areas where cookies were previously slow movers.

Latest new Arnold package reaching the market is a redesigned bag for the company's All-Purpose Stuffin'. The former package, with a white background, left much to be desired

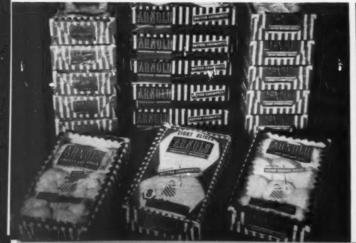
in that it did not show off to advantage the crisp brown color and diced shape of the stuffing-the only cubeshaped stuffing on the market. Nor did it give menu suggestions for the many uses of the stuffing. The new cellophane package, printed in red, dark brown and cream, enhances the appetizing color of the product. Illustrations in the diamond-shaped areas, printed down both sides of the package, suggest the types of foods with which the stuffing can be used: poultry, soups, fish, vegetables, meats and cocktail snacks. And these diamond devices also suggest the shape of the stuffing cubes themselves. Around the design is plenty of clear cellophane through which contents are clearly

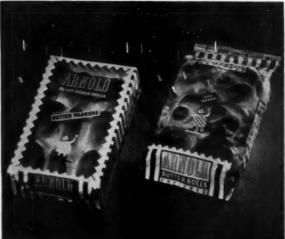
Recipes are given in the usual way—dresing for poultry, for fish fillets, stuffed tomatoes, meat loaf, cheese croutons, etc. The logotype on the face of the package, the stripes at the bottom and the figure of Bob the Baker Boy keep the package in close family relationship.

This, then, is the current success story of packaging that began just 14 years ago with bread wrapping by means of a hand sealing iron. Today Arnold's colorful packages are produced on a battery of 11 automatic bread-wrapping machines, four tray-wrapping machines for rolls and four in-plant automatic bag-making machines.

CREDITS: Designs, Charles C. S. Dean, 521 Fifth Ave., New York 17. Bread wrappers, Kalamazoo Vegetable Parchment Co., Parchment, Kalamazoo, Mich. Cellophane wraps, Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis. Trays, Marathon Corp., Menasha, Wis.

MASS DISPLAY so essential to today's merchandising is illustrated by the design of Arnold packages for rolls— Home Brown products in red and yellow stripes combined with dark brown; Ready-Baked products in red, white and blue packages. Note how effectively the trade character is used to flag the product name. An interesting device is the hexagonal border on the package for Butter Crumpets, which is designed to emphasize the hexagonal shape of the product.







MODERN DESIGN treatment doubles the sales power of brand name, product name and picture without requiring additional space in the new label. Sunny colors—and pleasant contrasts—invite attention. Mouth-watering appeal of the new design has zoomed sales of XLnt tamales.

#### Really hot tamales

Xlnt's prize-winning label boosts sales 1,500%, showing what packaging can do for obscure item

The power of a label is so well known and consequently so profitably exploited it would seem difficult if not impossible to find any packaged food today that still allows room for label improvement such as would implement a 1,500% gain in sales. Yet such was the case in a recent revision of the XLnt Spanish Food Co.'s canned tamales label, whereby the product, a regional leader in its Southern California area of distribution, chalked up sales records 15 times as large in six months of the new label as were experienced in the preceding six months with the old label.

As is often the case when redesign has been postponed for an overly long period of time, XLnt went all out in obtaining a label charged with high-voltage potentials for self service. For this reason the XLnt techniques and results emphasize some lessons that will probably be of value even to those whose labels are already designed to meet modern merchandising needs.

For one thing, the new XLnt label well demonstrates two principles that are always worth re-examining: (1) no food product need ever be lacking in sales interest or appetite appeal and (2) maximum space for essential label features is always available when the design is well organized.

On the XLnt label, for example, the new larger, more mouth-watering product illustration practically projects itself out from the front panel and "Juan Tamale," a new and appealing little brand-goods personality, temptingly introduces a recipe and illustrated serving on the back panel. Vivid colors—red, yellow, green and black on a white background—provide display power and help suggest the product's "South-of-the-Border" flavor.

The colors used on the previous label were decidedly dull in tone and an over-all yellow background afforded none of the blends and contrasts of the new label.

The sources for recognizing and acting on a problem of package short-

comings are many. In the case of XLnt, the Los Angeles firm's advertising agency° first diagnosed the need for a change in labels and later coordinated the efforts various departments and specialists had to contribute to the project. Development of the new label was strongly backed by Charles Gardiner, president of XLnt Spanish Foods.

Perhaps the most striking improvement in the new label results from a better use of space. Thus the brand name, product name and illustration each appear to be twice as large in the new label as they were in the old. And despite the greater prominence given these essential features, the new label has much cleaner lines and its appearance is less crowded.

Getting double the display power without inreeased use of space is a neat trick any time. The new XLnt label is an outstanding example of how modern design techniques get extra mileage out of available label space. Essentially, the space gains were obtained by bleeding the product illustration to the edge of the label and by eliminating the formal outlines previously used.

XLnt's label improvement is an interesting reflection of how the conpetitive forces of self service are influencing specialty-item sales.

The XLnt line has been selling and growing steadily for a period of 25 years. However, even in the regional market where it was a leader, competition was keen. Moreover, XLnt did not enjoy the advantages of wide distribution and blanket coverage shared by major packers. Markets unfamiliar with XLnt hesitated to handle the line. Shelf life was apparently longer than necessary.

The character illustration, Juan Tamale, was brought into the picture through the services of Gus Arriola, who created the comic-strip cartoon character, Gordo. The Juan Tamale figure is now used on all XLnt canned foods. Juanita Tamale, Juan's feminine counterpart, is used on the company's fresh-food line.

Meanwhile, the new label has received a non-commercial nod of recognition: It won a third award in the National-Offset Lithography Competition sponsored by the Lithographers National Assn., Inc.

CREDIT: Labels, Western Lithograph Co., 600 E. Second St., Los Angeles 54.

 Degner & Associates, 2925 W. 8 St., Los Angeles 5.



The kind of continuing packaging study that is necessary for any company today to maintain leadership in a highly competitive field is strikingly revealed by improvements and refinements that the Gillette Co. has made in its packaging and display material during the last two years.

Gillette, apparently, never puts a package or a display on the market with the idea that "this is it." There is never a final answer to a merchandising need. This has always been fundamental to Gillette's outstand-

<sup>e</sup> See "Gillette Razors and Blades," Packaging's Hall of Fame, Modern Packaging, May, 1951, p. 92.

ing success, but in recent months there has been a noticeable tendency toward more modern treatment of this famous packaging personality.

Through its merchandising and sales staffs and the industrial design firm it retains, Gillette is constantly studying the viewpoints of consumers as well as those of drug, supermarket and independent retailers who sell its products.

Products and packages are pretested by the research department. Once on the market they are periodically analyzed and improved as the result of observations and actual sales.

The chief aim is to have packages and displays so well designed and so effective in producing sales volume that they will win prime store locations. Among the aspects that Gillette rates highest and studies continually are (1) strong brand identification, (2) definitive product identification, (3) distinctive product information, (4) product visualization and (5) retailer convenience.

Several examples of Gillette's recent packaging and display material will illustrate the kind of progress that can be made through the combined efforts of sales, merchandising, advertising, research and engineering departments working in cooperation with the package designer.

In line with the company's constant demand for stronger brand identification is the simplified but bolder lettering of the name Gillette-a weighty change in a trademark as valuable as this one-which the company plans to use as widely as possible on its packages and displays. While previous Gillette logotypes had similarity to a degree, it was felt that too many variations were creeping in due to the many ways the trade name has to be used and the large number of suppliers adapting it to space, color and surface requirements. Illustrations of old and new Gillette razor-blade cards show how the new logotype, simplification of design elements and use of strong contrasts increase the impact at the point of sale.

#### New packages

Outstanding among the new developments is a redesign of the basic Super-Speed razor-and-blades case which has long been the world's biggest and most successful molded plastic box. The hinged-lid box, produced in enormous quantities by injection molding of polystyrene, has been streamlined, made even more functional-and more economical.

Most striking improvement in the box is the development of a mechanism for automatic opening of the cover, which is an added consumer convenience as well as a dramatic promotional aid for television demonstration. The automatic opening is achieved by the use of an inexpen-

#### FOR GILLETTE

Its world-famed logotype has a new look, and modern touches in packages and displays give its merchandising fresh appeal

sive spring designed to ride an arclike plastic projection of the under side of the cover. This functions in conjunction with a plastic release switch in the front of the case. The success of this innovation was the immediate signal for competitor imitations.

Another feature incorporated in the Super-Speed razor case is a return "kicker" cut in the back of the polystyrene top to force the blade dispenser to a forward-angled position for easy access when the cover is opened—another feature for the TV commercials.

The complete cost of the razor case, including the spring and transparent top, is reported to be around 8 cents—dramatic evidence of what can be done with molded plastics in true mass production.

Other improvements in identification include gold printing of the name, Gillette, on the metal surface of the company's present version of the blade dispenser which so revolutionized blade merchandising in 1947. In the beginning these dispensers were all-plastic with the name molded in. The company discovered that by using part metal, the dispensers could be made less bulky and more workable, with strong trade identity printed directly on the metal surface.

To give the razor box a new look, the base has been changed from red to blue. Gillette has found both red and blue to be top-selling colors, but the change to blue upped sales immediately because consumers found in it something new.

The new razor box was developed through the efforts of the Gillette engineering department and the company's design consultant. It provides for a method of attachment to the newly designed all-metal counter dis-

PHOTOS COUNTEST NOWLAND & SCHLADERMUNDT.

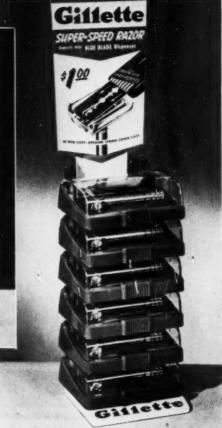
Three steps to better display



CARDBOARD TOP was found to be ripped off during unpacking.



PULL-UP header piece was also mutilated by retailer.



ALL-METAL rack with lithographed sales message finally proved to be almost indestructible.





SEASONAL APPEALS are made with interesting paperboard display constructions. Die-cut easel card merchandises cartons of dispensers for Father's Day, By snap-locking back easel of Christmas unit, dealer has three-dimensional tree with end of each package projecting free.

play by means of grooves molded in the back of the case that permit the presentation of six boxes in a suspended manner.

#### New displays

The successful evolution of the allmetal rack goes back about two years ago, when Gillette introduced a counter unit for its razor-and-bladedispenser combination sets, comprised of a wire rack with a plastic base and a display message on a cardboard tab at the top. At the time this unit was placed on the market, it was revolutionary in concept, for by means of grooves on the side of the polystyrene Super-Speed boxes, the boxes could be stacked on a wire frame, thus proving to be a space saver and discouraging pilfering.

The cost of this wire rack, with cardboard and plastic base, was approximately 12 cents per unit and Gillette believes the best tribute to the soundness of the design was the speed with which competitors copied it.

Despite the success of the concept, however, Gillette, through its market research program, recognized a weak

point in the cardboard display card at the top of the unit. Many retailers accidentally ripped it off in unpacking.

The first improvement in the design was the use of a similar wire rack and base with a card which the retailer had to pull up before the customer could reach the merchandise. While this new arrangement was thought to be fairly foolproof, in many cases this card was still mutiliated or torn

A new all-metal rack finally was devised using the metal flanges as a slide for the razor cases. This permitted lithographing the display message on sheet metal at the top of the unit, thus providing clear and permanent billboard display which was practically indestructible and a unit that went right to the counter with nothing for the dealer to set up. And it was possible to produce this improved all-metal rack at the same low

In the beginning, merchandising and shipping department personnel questioned the shape of the new allmetal display because it necessitated a long, thin package in comparison with the broader rectangular shape of the previous two racks. Research indicated, however, that retailers actually preferred the long, thin, narrow shape since it took up less room on inventory shelves, in almost every instance utilizing the full width of the shelf, whereas the former shorter units left waste space behind them.

The all-metal rack and the inter-(This article continued on page 317)



STRONGER IDENTITY is Gillette's constant aim. At the bottom of chart is the new logotype planned for as wide usage as possible in contrast to some of the logotype forms which were formerly used,





EFFECTIVENESS of new logotype, simplified design elements and stronger contrasts is illustrated by old and new razor-

blade cards.

OLD



ADAPTABILITY to many different sizes of drills is only one reason why the Cleveland Twist Drill Co. uses this pliable greaseproof paper; it also identifies and sells.



WHY NOT convey the trademark even though the package, as in this case, travels only from spinner to knitting mill? Blackstone Mills found it upgrades their yarn.

#### Branded industrial wraps

There's an increasing swing toward printed trademark display on papers that once were considered purely functional

Increasing numbers of producers of industrial products are catching on to the fact that if a product has to be wrapped, the wrap might as well be trademarked. This is a logical extension of the trend in consumer packaging toward trademarking of all sorts of interior and exterior papers.\* In the industrial field, it is evidence of the growing awareness of sales appealt and it gives a plus value to papers which have heretofore been chosen primarily for their protective functions.

While for years the composition, size, color and labeling of industrial wraps were considered to be a concern only of the shipping room and traffic departments, management is today turning its eyes toward the low-cost advantages offered by trademarked papers. The promotional development dollar, once the exclusive

property of the consumer packager, is being split more and more with the industrial packaging "boys in the back room.'

The wide range of decoration, treatments and functional qualities now available in trademarked papers makes them ideal tools for this type of exploitation. Grades of base paper from light-weight tissues, krafts and glassines to heavy-weight reinforced multi-ply combinations can now be decorated in any number of colors and styles by either flexography or rotogravure.

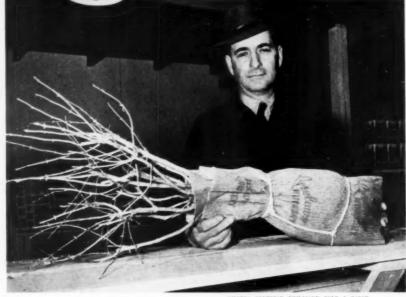
Size of product makes little difference in the possibilities for sales-building decoration. Almost anything that can be packaged can be packaged with paper and any paper can be decorated. With a new process, heavy-duty waterproof grades in widths up to 10 ft. can be imprinted with the manufacturer's familiar trademark or advertising message. Even an item so big that it has to be shipped on a flat car can be made a traveling billboard today.

The small cost differential between a plain and trademarked paper is almost always offset by the resultant saving in wrapping, stenciling and labeling costs. Over-all coverage of the product, with a selling message or product identification, is possible at a fraction the cost of affixing a single label by hand. Dual wrapping costs are entirely eliminated, since one paper serves both to protect and to promote.

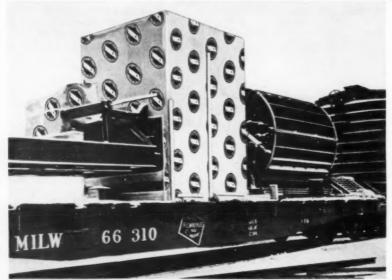
In fields where a great many products are look-alikes, the use of trademarked papers enables the manufacturer to stamp his product as something special in its field-give it a definite prestige advantage over unattractively packaged competitive products. The value usually stays with the product throughout the entire distribution sequence-from manufacturer to distributor to retailer to end user. And with the type of

<sup>•</sup> See "Trademarked Papers," Modern Packaging, June, 1949, p. 91. † See "Better Industrial Packaging," Modern Packaging, Oct., 1953, p. 105.

PLANT SHIPPER does away with more expensive means of identification when he simply has nursery's name printed on full-creped waterproof paper that wraps roots.



A TRAVELING BILLBOARD is D. J. Murray, Inc.'s, industrial machinery when wrapped in the new 10-ft.-wide reinforced waterproof paper and loaded on a flat car.





WELDING RODS made by Arcos Corp. are not only protected against moisture pick-up; they are identified as Arcos when wrapped in trademarked, pre-cut sheets of water-vaporproof paper. Note jig designed to facilitate wrapping and tapesealing operations.

over-all design usually used for such wraps, the message is read no matter which end is up.

Trademark-wrapped packages simplify inventory control and stimulate shelf movement by commanding prior attention of stock clerks-alert them to diminishing stocks. Where the packages go into a sales room, the attractiveness they impart to the product makes them suitable for bulk display on store shelves and helps to keep a working stock close at hand.

A few examples will serve to show how protection and merchandising can be combined.

For shipment of yarn cones from the mill to textile manufacturers, Blackstone Mills, Inc., Manchester, N.H., uses a simple wrap of a pliable kraft paper. The type of paper eases wrapping operations and eliminates unnecessary handling which might damage the product. By simply printing the trade name, "Welspun," with a stylized middle "S" over a yarn cone, in a repetitive pattern on the paper, Welspun has achieved an instantly identifiable and distinctive character. The importance of this simple and inexpensive prestige builder is indicated by the experience of another company in the same industry a few years ago, which found that operators in the knitting mills were demanding the "better yarn" that came in a trademarked wrapper, although the yarn in plain wraps with which they were comparing it was exactly the same.

Drill bits are relatively costly and troublesome industrial items, hard to package and hard to identify. The Cleveland Twist Drill Co. has solved all problems by using a special machine-embossed, wax-coated paper which is made in its own identifying ox-blood color and then imprinted with the Cleveland name and trademark. The single material handles drills in a wide range of sizes. The embossing of the paper gives increased flexibility and pliability—in all directions—while the microcystal-line wax coating eliminates oil staining and provides a moisture barrier.

Full-creped waterproof kraft paper has long been the favored material for wrapping of the roots of rose bushes, shrubs, etc. By simply imprinting its name repetitively on the paper, Eoselawn Nursery has done away with the necessity for using hand-applied identification tags and wired name boards.

Size of the product now is no barrier when the imaginative manufacturer is bent on adding a sales touch to his industrial package. D. J. Murray, Inc., Wausau, Wis., manufacturer of heavy industrial machinery, is experimenting with protective trademarked papers as both a tarpaulin and a substitute for flat-car signs used in the past. A 10-ft. width

of this waterproof paper has proved to be an advantage since it reduces the number of cleats required over seams to prevent wind tear and leakage.

Large spools of wire rope manufactured by Broderick & Bascom, St. Louis, Mo., are covered with a trademarked, asphalt-laminated, meshreinforced, wet-strength, creped wrapper. Pliability of the paper makes it easily applicable to all sizes of rolls, affording at the same time excellent protection against the weather.

The Arcos Corp., Philadelphia, manufactures welding rods with a highly hygroscopic coating which must be protected against moisture pick-up because excessive moisture in the coating might cause dangerous splattering of the flux under welding heat. Protection and identification have been neatly combined in a special wax-coated sheet with high moisture and water-vapor resistance which is printed, down the middle of each sheet, with brand and company name.

Bauer & Black Div. of the Kendall Co., Chicago, considers trademarking so important that it even uses it on



ALL IN THE FAMILY, this package travels only from Bauer & Black gauze mill to bandage plants. Special blue kraft paper gives necessary protection, printing carries instant identity.

bulk paper wraps which carry readycut gauze from their mills to their manufacturing plants throughout the country. A specially colored blue kraft paper is used and, although this is a package that the ultimate buyer of the product never sees, the paper is rotogravure printed in white ink with the familiar pattern and color of the Curity name and trademark.

CREDIT: Trademarked wrapping papers illustrated here manufactured by Thilmany Pulp & Paper Co., Kaukauna, Wis.

#### Crushable, fold-away hats for the traveler

P ackaging is providing a new convenience for the male traveler. The Frank H. Lee Co. of Danbury, Conn., is merchandising its new light-weight, completely crushable and packable hat in this cylindrical acetate plastic container that can easily be tucked away into a corner of a suitcase. Called the Bon Voyage, the rolled-up hat is packaged in an acetate tube designed to resemble a steamship funnel, with the upper section printed a solid red and the lower section in black. Gala confetti and streamers are overimprinted in white. The circular section bearing the Lee trademark design is left transparent. Through this unprinted section, which gives the effect of a porthole, the customer can see the color of the hat and hatband. The container is fitted with a telescoping transparent acetate lid and has a paperboard disk at the bottom.

The travel idea has been carried through to dealer point-of-sale promotional pieces including steamship and travel backdrops against which these containers are displayed. Lee's packaging and promotional program is designed to spur impulse purchases of these new hats, which are made of a blend of DuPont's polyester fibre Dacron and fur, a material which is reported to be more water repellent and better shape retaining.

CREDIT: Container J. E. Sales Mfg. Co. and Transparent Plastic Container Co., 132 Spring St., New York.





BREAKING A BOTTLENECK in the production of strip-packaged products enclosed in catch-covers, this new machine functions semi-automatically. A cover from the magazine above has dropped into place at end of previous cycle and pressure of operator's hand holding cellophane strip—previously filled on another machine—starts a new cycle of sealing and folding. Exterminator Corp. of America has packaged 1,000,000 exterminator tablets this way.

#### Catch-cover collator

#### A new machine mechanizes the assembly and sealing of strip-packaged products in paperboard folders

One of the weak spots in the production of transparent strip packages in catch-covers has been this: new automatic and semi-automatic machines are capable of turning out strips of unit packages at exceptionally high speeds, but collating and joining the strip to the catch-cover—an entirely separate operation—have relied on slow hand methods.

A step toward the ultimate goal of producing a catch-cover package completely automatically in one continuous operation, with perhaps a two-station machine, is seen in a new type of semi-automatic catch-cover collator, which is now in use on at least two commercial packages.

Employed in contract-packaging facilities, the collator has been used to package 1,000,000 insecticide tablets for the Exterminator Corp. of America, Philadelphia, and in catchcovering transparent Pliofilm strips of an ethical drug in pill form for a large Midwestern pharmaceutical house.

Transparent unit packs for both products are formed and filled automatically on conventional equipment at high speeds. Although collating the strips with the catch-cover is a distinctly separate operation now, it is at least done semi-automatically. In the past, even when a heat-sealing machine was used to attach the two parts, the operator still had to fold the bottom of the cover and collate both cover and strip by hand before sealing them in the machine. Not only was this a time-consuming and laborious task, but it resulted in considerable waste of materials through a normal amount of error by the operator in running the machine.

With the new catch-cover collator, by contrast, production speeds have been lifted considerably for both products. While formerly, by hand, only 14 completed insecticide packets could be produced in one minute, it is now possible to produce 35 per minute—with less strain on the operator and less spoilage, it is said. The insecticide tablets are in cellophane. A slightly slower production speed, due to the softer handling characteristics of Pliofilm, is reported for packaging of the pills. However, the elimination of waste common to hand operations is more than sufficient compensation, it is reported.

Another offshoot advantage of the new machine, observed by one of the users, is that the training time required for new operators is dramatically reduced. In cases where there might be considerable employee turnover or shifting of personnel from one job to another in the plant, new operators, it is said, can be assimilated into the line in a remarkably short period of time.

<sup>\*</sup> See "Upswing in Unit Packaging," Modern Packaging, Sept., 1953, p. 89.



THE PACKAGE as used by the Exterminator Corp. of America. Low cost, high-speed production and convenience to the user have made this a fast seller. These insecticidal pellets, which are unit packaged by a contract packager, are used in connection with an electrical bulb.

Details of the machine, particularly its compactness and simplicity, should be of interest to any user of strip packages whether his packaging is done in-plant or by one of the many contract packagers specializing in this work.

The operator merely holds the insert in front of the machine's starting plate, against the flat catch-cover and under the sealing jaws. A suction feed plate has already picked up the catchcover from the feeding magazine and dropped it in front of the starting plate, as the final operation of the previous cycle. The natural pressure of the hands against the starting plate then starts a new packaging cycle. The folding bar contracts, collating and folding both insert and cover, and placing them between the jaws in proper position for sealing. The jaws then close, heat sealing insert and cover together in exactly the right position with enough open space left at the end of the seal for subsequently tucking in the cover. At the end of the cycle, the completed package drops to the conveyor belt.

As the description indicates, all the operator does is pick up the insert and hold it in front of the jaws for an instant until the folding bar retracts. According to the supplier, the machine provides fully automatic control of catch-cover and dwell time. It will handle covers from 2 to 11 in.

wide and will fold them exactly in half or off center, as desired. Covers may be of any weight from litho stock to light cardboard. Strip inserts may be of any heat-sealable material and may contain, in addition to tablets, powders or liquids and even small parts like screws.

Some outstanding mechanical features of the machine said to contribute to its efficiency include:

An adjustable magazine feed, which permits the machine to use covers of varying weights and character. It can also be adjusted to drop the catch-covers the proper distance from the sealing jaws for the most efficient operation, meaning that even papers with a slight curl can be handled without difficulty.

A selective pick-up device, which avoids the possibility of double covers. The suction plate that picks up the covers from the magazine and drops them individually in front of the jaws operates in such a manner that only one cover will adhere at a time, regardless of weight or size.

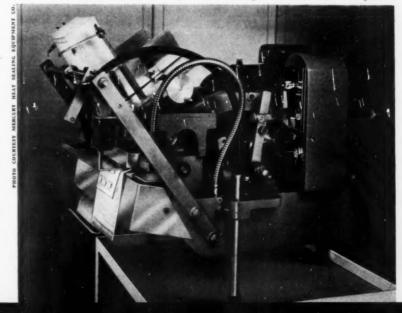
A cover-release control, which regulates the length of time that the cover is held by suction before being dropped into sealing position. It is quickly and easily adjusted to the speed of the operator.

A jaw-action monitor, which prevents the jaws from closing more than once during any sealing cycle, regardless of how long the operator's hand is held against the starting plate. This prevents accidental spoilage through double seals.

In the future planning of one user of this machine is a continuous packaging operation for strip packets in catch-covers, using probably two machines—one for forming and filling the strips, connected by conveyor with a second machine automatically to collate the strip with the catch-cover.

CREDITS: Automatic catch-cover sealer and packaging of insecticide pills, Mercury Heat Sealing Equipment Co., 331 N. 11 St., Philadelphia 7, Pa. Contract packaging of drug pills in Pliofilm, The Cenpro Corp., 1739 Harding Rd., Northfield, Ill.

CLOSE-UP of machine, which is compact and simple in principle, showing how folding bar carries both insert and cover between the jaws for sealing. Speed is about 35 covers per minute with cellophane.





### Breeze-motion display

Old Gold's famous TV dancing packs—Miss Old Gold and her big sister, Miss King-Size—move backward and forward in a new animated three-dimensional display which P. Lorillard Co. reports is proving to be one of the most popular point-of-purchase merchandising aids the company has devised in recent years.

The display is constructed of paperboard to form a miniature three-dimensional stage with red background above the two cartons of cigarettes on view. The two dancing packs are die cut from printed paperboard and suspended from the top of the display by threads. They quickly catch the eye of the shopper, tempting him to animate the dancing packs himself by puffing at the swing. Store air currents also keep the figures in almost constant motion.

Tying in with all the newest Old Gold point-ofpurchase material, the 15-in.-high counter display features the company's current advertising slogan: "the swing is to Old Gold," accompanied by the familiar "for a treat instead of a treatment." The base of the display promotes the two sizes, "Regular and king size—same famous quality."

# DISPLAY

### Birthday candles become counter impulse items

It used to be that shoppers waited until they needed birthday candles before they went to a store in search of them. Today candle manufacturers are making impulse items of candles by the use of proper display presentations.

Will & Baumer Candle Co., Inc., is not taking a chance on the occasional customer who may be looking for birthday tapers. By designing a birthday-cake

candle display merchandiser, the company is getting this item on counters where the shopper may be reminded that a birthday is coming up in the family and she had better pick up a package or two immediately to save the trouble of last-minute shopping.

A realistic reproduction of a birthday cake decorated with lighted candles printed on the riser piece of a display carton and a window carton of the actual tapers mounted on the riser are quick attention getters. The display carton holds a dozen cartons of the candles, one carton of which is inserted in the special slot on the display back. The display is printed in red with white lettering. The cake is two-toned chartreuse and the candles illustrated on the front panel are multicolor printed.

This is one of the latest packaging ideas of the Will & Baumer Candle Co., which during the past few years has been one of the leaders in its field to show how well-planned package presentations aid sales.

CREDIT: United Board & Carton Corp., New York.



#### Four-season merchandiser

To support its new advertising theme for Odorono, "perspiration knows no season," Northam Warren Corp. is currently introducing this deodorant merchandiser to be supplied free to dealers with each order of 1½ doz. Odorono Spray and 1½ doz. Odorono Cream. The attention getter is the display card carrying a photo of a pretty girl in a mink coat and another of a girl in a bathing suit separated by a thermometer. The unit is designed so that the druggist can use it as the basis for a complete display of deodorants.

In November market tests, Northam Warren found that dealers had an average increase in sales of more than 300% on all deodorants featured when this unit was prominently displayed, indicating once again the effectiveness of "altruistic" display of competing brands and the year-round possibilities for deodorant promotions. The Odorono merchandiser is being tied in with the company's current national advertising program. There is also a dealer contest for the best statement on how the display increased sales.

CREDIT: Display, Einson-Freeman Co., Inc., Long Island City, N. Y.



# GALTERY

## Package identity and mass display all in one piece

An unusual feeling of depth is provided by one-piece, full-color lithographed displays that can be shipped flat to give positive point-of-sale identity and product portrayal to Vaseline hair preparations made by the Chesebrough Mfg. Co.

One of these displays features a reproduction of the hair-tonic bottle set forward of a replica of an oversized carton. The reproduction of a man's head is attached to the forward plane of the box, while a girl's face smiles from the back plane. Product messages are attached to the bottle, printed in red with reverse white lettering to contrast with the dominant green of the actual package.

The Vaseline Cream Hair Tonic display was designed to simulate a mass pyramid of the packages. The striking red package is reproduced and at each end is a third-dimensional carton with a row of simulated bottles appearing to be jutting out from the edge of the box. The die-cut man's head is set forward of the back plane, while the girl's head is an integral

part of the backpiece of the paperboard display merchandiser.

Promotional copy in each case emphasizes product uses: "check dry scalp, hair looks better, scalp feels better" and "Give your hair that just-combed look all day long."

CREDIT: Forbes Lithograph Mfg. Co., Boston, Mass.





# A dashing Cossack sells vodka

Bold colors and movement expressed by means of striking poster technique are giving immediate attention to this lively Cossack display currently being used in England by Pierre Smirnoff, Ltd., of London for the promotion of vodka.

The strong colors—straw yellow contrasted with red and black—give emphasis to this appropriate figure attracting the eye to a product traditionally associated with Czarist Russia.

The display is of folding paperboard construction designed so that the dashing figure appears to be leaping over the top of the package. A die-cut base holds the bottle in place and provides space for the printing of promotional copy as shown in the accompanying photograph.

The display is being made in three sizes so that it is adaptable to a large or small bottle of Smirnoff Vodka or to a small counter display card without the package wherever the dealer has space for it throughout his store or in the window.

CREDITS: Design, W. M. de Majo, London, England. Printed display, McCorquodale, Ltd., London.



# Amber glass display aids prescription pharmacist

An interesting display approach that helps the pharmacist to show consumers what he is doing to protect his prescriptions is Armstrong Cork Co.'s current window unit promoting amber glass.

The display, which has an ethical appearance, visually explains with motion through the use of electric pie charts the harmful light rays that are kept from reaching the prescription when it is packaged in the amber bottle.

With impressive statistics the display points out that the same sunlight that attractively tans the skin can weaken and even destroy the efficacy of many prescriptions. Amber glass containers stop 98% of the rays, it is stated, while the nearest rival is reported to stop only 59%.

With a series of illustrations at one side of the display the consumer is made aware of other features of the Armstrong containers—"drip-proof pouring lip, ribbed non-slip grip, broad non-tip base, wide easy-toread labels, fits pocket or purse, full capacity, less weight."

The display is available to pharmacists on a limited basis and is offered free through the company's 30 field offices.

CREDIT: Display, Art Gifts Products Co., Philadelphia.



# Easy-handling jumbos

To emphasize the jumbo size of the new Kessler whiskey half-gallon container, Kessler-Gallagher & Burton has friction fitted the half-gallon bottle into a convenient wire-rack display dispenser for bar use.

According to the company, the Kessler half-gallon provides proportionately greater profit for the licensee and represents a savings to the consumer in that it is more economical for party giving at home than smaller sizes.

In the wire-rack dispenser, the half gallon swings freely to permit effortless pouring. The brand identification lithographed on the panel attached to the base of the dispenser assures its use with Kessler whiskey. Another feature is the plastic pourer, lettered "Kessler—Smooth as Silk," that was specially designed and molded for use with the half-gallon to eliminate the possibility of waste when fast service is necessary.

CREDITS: Display rack, Wireline Mfg. Co., College Point, N. Y. Molded pouring spout, Claremould Plastics Co., Newark, N. J. Bottle, Diamond Glass Co., Royersford, Pa. Label, Schlegel Lithographing Corp., New York. Bottle cap, Aluminum Co. of America, Pittsburgh, Pa. Cellulose band, E. I. Du Pont de Nemours & Co., Inc., Wilmington, Del.



# GALLERY

## Thermometers on view remind shoppers to buy

A slanted cover on a specially constructed corrugated shipping box provides an interesting new way to make household thermometers impulse items that are increasing sales substantially for Chaney Mfg. Co., which manufactures a line of household thermometers for indoor and outdoor use, as well as for refrigerators and cooking purposes. Actual samples of each thermometer are stitched to the top of the cover, which slants sharply to provide high visibility. Sales are made from stock packed inside the box. As various models are sold out, the corresponding samples can be removed easily and sold. The colorful box is printed in red and yellow on green corrugated board. For shipping, two boxes are packed cover to cover, with covers slanting in opposite directions to form rectangular sides. The unusual success of the display suggests its suitability for similar presentation of a wide variety of household items.

CREDIT: Display container, The Hinde & Dauch Paper Co., Div. West Virginia Pulp & Paper Co., Sandusky, Ohio.



# Air-powered drum lidder

Jack & Heintz, who ship complex aircraft parts in metal, find a way to make hermetic sealing faster and more positive

W ith a simple compressed-air circuit, a welded-steel frame and a special stamping die, Jack & Heintz Co. plant engineers have come up with an ingenious "homemade" press that takes all the struggle out of hermetically sealing a steel shipping container with an 0-ring and a closing ring.

The press strengthens the guarantee that the complex aircraft parts manufactured at the company's Cleveland plant will remain in top working order during transit or storage. From a plant-operation standpoint, the press has reduced the worker's time by 75% and the saving that resulted repaid the entire cost of the press in a period of eight weeks.

The story behind the press is this: Jack & Heintz aircraft parts—motors, generators, inverters, actuators, starters, control systems and special devices—are shipped in metal drums. The drums are hermetically sealed with an 0-ring compressed between lid and drum by a closing ring. The airtight seal, of course, is important to prevent corrosion damage.

These containers originated with Jack & Heintz and subsequently were adopted as a military standard. Many manufacturers have modified the container for a variety of shipping uses.

Formerly, the drums were being closed manually with a mallet and a clamping device. While generally effective, this method had several disadvantages. The closing ring had to be drawn up as tight as possible to compress the 0-ring for the hermetic seal. Because of the friction between the sliding surfaces, this operation required considerable muscle and there could be no guarantee that the same effort was exerted every time nor, consequently, that maximum sealing had been achieved on each package.

The job was fatiguing, time consuming and occasionally a "bottleneck."

A series of studies convinced Jack & Heintz engineers that all motions requiring the heaviest effort could be resolved into a simple straight-line motion and that this motion could best be obtained from an air cylinder operating vertically. Air was chosen as the power medium because: (1) a supply was immediately available (it is used for metal processing and fabricating) and (2) air can be easily and accurately controlled.

The packaging-press design is extremely simple, involving only a welded-steel frame, a basic air circuit and a special clamping die. Maintenance requirements are negligible.

The frame is of welded-steel construction with the exception of a few accessory mountings which are bolted. A large rectangular plate welded vertically at the top of the



SIMPLE IN DESIGN, the drum lidder built by Jack & Heintz consists of a double-action cylinder, slide rod and clamping die. Operation is controlled by four-way valve-activated hand lever. Open base of press frame, bolted to the floor, permits direct feed from roller conveyor.



OPERATION STARTS with the product being bolted down to the wood block and fitted with molded rubberized hair cushions, both top and bottom. The drum, which is used as a shipping container, has a conventional O-ring seal, to be compressed between the lid and the drum by a closing ring.

frame serves to mount the air cylinder and die attachments. The height of the base section was determined by the height of the rollers which convev the drums to the press. The open base of the press permits a quick change of positioning plates. These plates, which vary in size to accommodate drums from 10 to 15 in. in diameter align the drums "true" under the clamping ide. The frame of the press is bolted directly to the plant floor. Air at 80 lbs. per sq. in. is fed directly to a four-way, hand-operated control valve. This valve governs the up and down travel of the piston within a double-acting air cylinder. Air exhausts through a muffler to the atmosphere. A T-joint in the 1/2-in. iron pipeline that feeds the four-way valve bleeds air to a portable pneumatic tool used for tightening the bolt in the closing ring.

The clamping die is connected to the double-acting cylinder by a slide rod guided in a sleeve bolted to the frame. A mounting flange at the end of this rod permits quick change of clamping dies to accommodate drums of various sizes.

The die is designed to exert two separate forces in the proper sequence. This is accomplished by two concentric rings on the die's working face. The spring-loaded inner ring is positioned to act on the drum lid only. The beveled outer ring is rigid and is positioned to act on the closing ring only. As the die moves downward, the inner ring forces the lid down tight and holds it. Simultaneously, the bevel of the outer ring gradually contracts the closing ring and brings the eyelet ends together ready for bolting.

After the product unit, bolted to a wooden block and placed between molded rubberized-hair sections, is put into the drum, the lid is placed on the drum and the closing ring loose fitted by hand. The drum is then easily moved by roller conveyor to the positioning plate on the base of the press frame. Air is directed to the cylinder to drive the die downward.

Because air responds quickly to

metering, the downward feed of the die is as gradual as the operator desires, effecting smooth, uniform application of pressure to the lid and closing ring. When the die completes its travel, the operator inserts a bolt into the bolteye of the closing ring, places the nut and rans it up tight with the pneumatic tool. A hand gauge is used to measure the torque on the bolt and nut to make certain the torque meets specifications.

CREDITS: Drums supplied by Jones & Laughlin Steel Corp., Pittsburgh 19, Pa., and formed by Steel Drum Packaging & Accessories, Inc. Cleveland, Ohio. Molded rubberized hair, Blockson & Co., Michigan City, Ind., and Armour & Co., Chicago 9. Air cylinders and valves, S-P Mfg. Corp., 12415 Euclid Ave., Cleveland, Ohio.

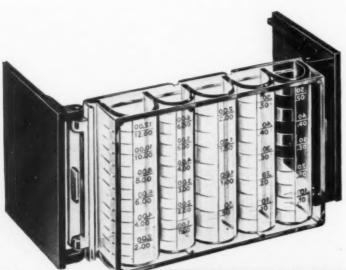


LID IS PLACED on drum and closingring loose fitted. Formerly, ring was drawn tight with hand lever, with force exerted depending on the mood of person operating it. But now . . .



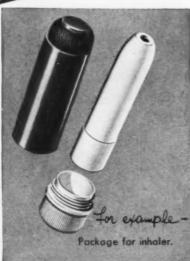
THE SEAL IS MADE by air-driven plate, immediately above drum, pressing lid down and simultaneously contracting the clamping ring so operator can readily bolt the ring airtight with pneumatic hand tool. Time of operation is cut 75%.

# For precision and OWENS-ILLINOIS



for example -







#### **Branch Offices:**

| AlbenyNew York           |
|--------------------------|
| Atlantu                  |
| Baltimore                |
| Birmingham Alabama       |
| Boston                   |
| BuffaloNew York          |
| CharlestonWest Virginia  |
| Charlette North Carolina |
| Chicogo                  |
| Cincinnati Ohia          |
| ClevelandOhio            |

| ColumbusOhio          |
|-----------------------|
| DullesTexes           |
| DenverColorade        |
| Detreit               |
| FresneCalifornia      |
| HoustonTexas          |
| Indianopolis          |
| Jacksonville          |
| Kansas City Missour   |
| Los AngelesCalifornia |
| Louisvillo            |

| M  | emphi   |         | <br> | <br>.Tennes   | 60 |
|----|---------|---------|------|---------------|----|
| MI | lwauk   |         | <br> | <br>.Wiscon   | si |
| Ne | nshvill |         | <br> | <br>.Tennes   | 54 |
| Ne | rw Orl  | ouns.   | <br> | <br>. Louisia | 96 |
| Ne | w Ye    | k       | <br> | <br>.New Y    | 0  |
| O  | skland  |         | <br> | <br>.Califor  | 19 |
| OI | klahan  | in City | <br> | <br>Oklaha    | 47 |
| Q  | maha.   |         | <br> | <br>Nebra     | 28 |
|    |         |         |      |               |    |
|    |         |         |      | nnsylve       |    |

| Pittsburgh |   | <br> | Penns | ylvania  |
|------------|---|------|-------|----------|
| Portland.  |   | <br> |       | Oregen   |
| Richmond   | l | <br> |       | Virginia |
| Rochester  |   | <br> | N     | ew York  |
| St. Louis. |   |      |       |          |
| St. Poul   |   |      |       |          |
| Salt Lake  |   |      |       |          |
| San Franc  |   |      |       |          |
| Saattle    |   |      |       |          |
|            |   | <br> |       | 2        |

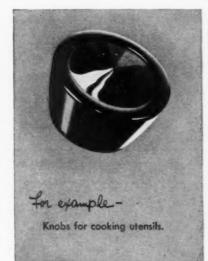
# versatility—choose FOR PLASTICS



for example -

Fitments for glass, plastic, metal and paper containers (slip caps).







Special container and metal cap for Antibiotics.



Owens-Illinois packaging know-how and high-quality standards offer you the finest in molding plastic facilities . . . Injection molding . . . Compression molding . . . A complete range in plastics for packaging, for specialties.

PRECISION PLASTICS
AN (1) PRODUCT

OWENS-ILLINOIS

GENERAL OFFICES • TOLEDO 1, OHIO



A TOUGH BAND of pressure-sensitive creped paper tape holds two cans together so tightly they cannot be accidentally broken apart, despite the weight of 21 oz. each. Regular stock cans, requiring no modification in flanges or labels, are effectively converted into combination-deal units with the band, printed in black on yellow with entire sales message.

Deal packaging of two heavy No. 2 cans of pie filling is neatly accomplished in an unusual manner for Comstock Foods, Inc., Newark, N.Y., by means of a 1-in.-wide strip of printed, pressure-sensitive, crepepaper tape that bands the cans together, end on end, at their flanges. The banding is done by a new type of simple, portable taping machine similar in appearance to a woodworking lathe.

Although the combined weight of the deal package amounts to 3 lbs., the cans are securely held by the strength of the tape alone and it has been found that the tape will not break or come loose even when the two-can unit is roughly handled.

In addition to selling two cans at once-either two of the same or two different mixes—the banding strip performs another important function in that it carries the special sales message that announces the deal. As a result, regular stock cans, requiring no modifications in flanges or labels, are efficiently and effectively converted into combination-deal units.

The narrow band of tape overlapping the ends of each can is sparing in its use of space as well as material and performs its holding job without destroying or covering the advertising message of the regular labels.

However, the component containers—and this is especially important from a merchandising point of view—cannot be separated from each other after taping without damaging the regular labels.

Once the cans are taped together they have to be sold as a deal and this assures the processor that his special offer will not be subjected to misuse, such as would occur if the cans were separated and sold at regular prices.

Comstock is the world's largest processor of canned pie fillings for home use. It is currently using the tape deal to combine cans of Comstock brand pie-sliced apples, pumpkin, cherry and blueberry pie mix in various seasonal combination deals for nation-wide sale. The simplicity of the banding method makes it practical to offer any variety of combination deal—two cans of pumpkin, a can of pumpkin and a can of apple, or one can of cherry together with a can of blueberry.

The firm's Penn Yan, N.Y., plant originally turned out 60,000 cases of pumpkin-pie deals—720,000 combination units in all—for sale during the past holiday season in a limited number of marketing areas. A production rate of 14 deals a minute, or better than 70 cases per hour, was maintained during the pack-out.

Each deal offered the consumer two regular 21-oz. cans of pumpkinpie mix for 1½ times the regular price of a single can. The entire sales message was carried on the strip of yellow banding tape printed in black with the following: "% price sale! This can (arrow up) half price with purchase of this can (arrow down) at regular price." The message is repeated at 4½-in. intervals along the length of the tape, thus assuring at least two complete impressions on the 11-in. length of tape needed to band each deal, without bothering with registered cut-off.

# Printed pressure-sensitive tape and a new and simple machine give Comstock a 2-for-1 deal firmly banded end to end

"Combining our deals in this manner," says Arch C. West, Comstock's sales and advertising manager, "affords us a very satisfactory sale unit from the standpoint both of over-all economy and performance. Not only were deals well received by merchants, but not a single report of the unit breaking apart during transit or in-store handling was brought to our attention."

The can-banding job, unlike many combination packaging projects, is a simple, streamlined operation. One woman maintains the can supply; another feeds and operates the banding machine; a third removes the completed deals from the machine and drops them in shipping cartons resting on a roller conveyor adjoining the machine.

The firm's existing 24-can-capacity shipping carton, formerly packed two deep, handily accommodates 12 deals, packed one deep, and that adds to the simplicity with which the deal has been absorbed.

As pointed out, only one worker is involved in the actual operation of this new type of machine. After positioning two cans end to end in the taping machine, the operator merely presses a hand lever to start the cans rotating. Immediately the buffing and applying rollers of the machine's taping mechanism fall against the butted end seams of the cans. Simultaneously the tape is stripped from the mounted roll and passed under the applying roller and around the can circumference. Meanwhile the buffing roller presses the tape down securely as the cans rotate.

Following a complete revolution, a mechanically operated knife severs the tape and the applying roller automatically pulls away from the surface of the deal to stop the tape feed. The completed deal is then ejected from the machine and is ready to be placed in the shipping carton.

The taped-together deal is especially practical in that the processor uses only his own products. Procurement, inventory and special packaging problems ordinarily involved with a a premium of outside manufacture are avoided. The packager's regular merchandise is the sole feature of the special offer and he is afforded an excellent opportunity to sample his lesser-known products in their regular containers and thereby widen their popularity and strengthen the over-all merchandising program.

The taping method of joining con-

tainers together has intriguing possibilities not only for deals, but also for multiple-unit merchandising of products packaged in cans or jars. Because of the special properties found in crepe-paper tape, no problem is experienced in successfully joining these rigid containers together even when the product pack is heavy. The crepe-paper tape is strong and also has the necessary stretch to assure wrinkle-free conformity on uneven surfaces as well as an extremely tight, break-resistant grip. Actually, the success of the banding method depends entirely on the combination of strength and elasticity provided by the tape.

In regard to future developments, preliminary work is, reportedly, already under way to provide a fully automatic taping machine that will also permit conveyorized infeed and removal of cans and thus meet demands for higher, mass-volume speed.

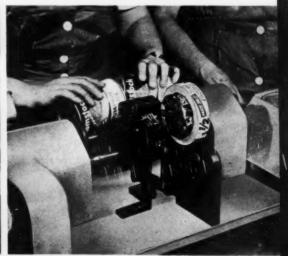
CREDITS: "Scotch" brand crepe paper tape No. 208, Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul, Minn. Tape printing, Linear Products, Inc., 37 W. 20 St., New York 11. Can-banding machine, Dellenbarger Machine Co., Inc., 379 W. Broadway, New York 12.

NEW-TYPE MACHINE automatically revolves two cans and applies and cuts off tape. Portable, the machine is similar in appearance to a woodworking lathe. Three workers handle 70 cases an hour.



PHOTOS THIS PAGE COURTEST MINNESOTA MINING & MPG. CO.

CLOSE-UP of mechanism, showing applying and buffing rollers. Mechanically operated knife severs tape and completed deal is ejected.



# DAIRY-FORMED PRINTED

An ingenious indexing device permits fast mechanical handling and opens the way to wider use of colorfully printed caps

With a few simple but precisely engineered changes, a standard type of machine which forms and embosses aluminum foil hoods in the plant of Otto's Surburban Dairy, Emsworth, Pa., has been converted so that it can also automatically form and apply printed foil hoods from roll stock of unsupported foil—reportedly the first time that this has been done by any dairy. Printed foil hoods have previously been available only in prefabricated form and have had to be individually handled.

The pioneering effort of Otto's Dairy is expected to stimulate great interest among dairies which have been eager to have the merchandising advantages of colorful, printed foil hoods, yet hesitated because of the inconvenient and more expensive methods of applying them.

Up to now, dairies which did use printed hoods for merchandising reasons have bought them pre-formed, with a paper backing, in a tube which might contain 150 to 500. Generally, however, the widest use of foil has been in the form of colored and embossed rather than printed foil hoods, due to the fact that these could be

automatically produced and applied in integration with the bottling line.

For these embossed hoods, dairies have traditionally used certain colors of foil to identify different classes of dairy products. Many, for example, use red hoods for homogenized milk and blue for skim milk, embossing the name of the dairy and the type of milk on the cap.

Otto's Suburban, however, saw in the printed hood the opportunity to give a more distinctive appearance to its products. The printed hoods are much more legible than the embossed variety, according to B. F. Otto, vice president and general manager.

The machine conversion, however, posed some engineering problems. Embossed hoods are simply stamped, one after another, from a roll of plain stock; no precision register or indexing is required. But where the roll stock was to be pre-printed, obviously the stamping out would have to be precisely registered to the printing.

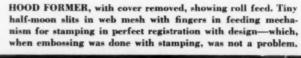
Indexing the design on the machine is now accomplished with four metal fingers in a die. This requires that the printed foil rolls be supplied in special form. They come with two half-moon-shaped slits cuts on one side of the design and two on the other; these allow the metal fingers to index or locate the printing dead center on the stamping die.

Because these hoods do not have to be handled by hand, the paper backing could be eliminated. Each roll of 0.0035-in.-thick plain aluminum foil weighs approximately 15 lbs. and supplies enough hoods for 7,000 bottles

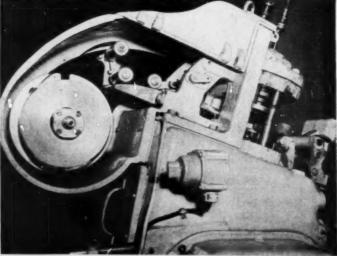
A significant advantage of the adapted machine is that it forms part of a completely integrated, automatic packaging operation. Hoods are formed and then automatically conveyed by chute to a filler with sealing heads. The principles involved might easily find expression in other fields where foil is or could be applied as a cap.

At the heart of the machine is a single-acting die which blanks, forms and, if desired, embosses a panel on a hood with each stroke of the machine. The hoods are then conveyed, on the portions of the foil web which have not been stamped, to a chute traveling to the filler. The chute feeds the hoods to a release which applies them

INTEGRATED LINE is possible by hooking up hoodforming machine with milk-bottle filler and sealer. Connecting chute carries formed hoods direct to sealer, which coordinates with 108-per-min. filler speed.







to the filled bottles. An automatic control keeps the chute filled to a given point; when the supply falls below this point, the control starts the form-

chute is filled. The sealing head on the hood applier neatly seals the hood around the neck of the bottle by squeezing it

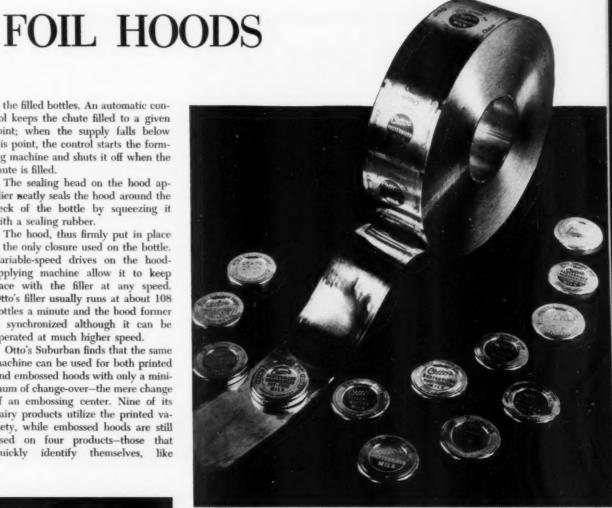
ing machine and shuts it off when the

with a sealing rubber. The hood, thus firmly put in place is the only closure used on the bottle. Variable-speed drives on the hoodapplying machine allow it to keep pace with the filler at any speed. Otto's filler usually runs at about 108 bottles a minute and the hood former is synchronized although it can be operated at much higher speed.

Otto's Suburban finds that the same machine can be used for both printed and embossed hoods with only a minimum of change-over-the mere change of an embossing center. Nine of its dairy products utilize the printed variety, while embossed hoods are still used on four products-those that quickly identify themselves, like



BOTH TYPES of hoods-embossed and printed-are now handled interchangeably Otto's machines, with a simple change of die. Embossed are satisfactory for specialty products like chocolate drink, which is identifiable by product color; on regular milk and cream, color printing gives surer identity.



UNSUPPORTED FOIL, pre-printed and in roll form, is automatically formed into hoods and applied to milk bottles at Otto's Suburban Dairy with clever adaptation of standard hood-forming and embossing machine. Because of registration problems, printed hoods previously were supplied pre-formed and with a paper backing. Some embossed hoods are illustrated here for contrast with the greater legibility of the printed types.

chocolate milk and orange drink. The printed hoods are supplied with product names printed in a variety of different colors, each one using either a single color or a two-color combination.

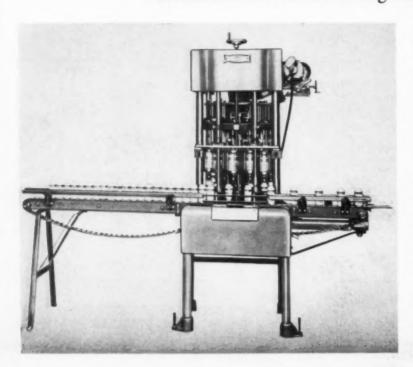
In switching the machine from printed hoods to embossed hoods, only one simple change, taking one man less than a minute, is involved. All he does is insert a female embossing die which forms the letters for the embossed-type hood in place of the plain die used for the printed hoods. After this die change, the unprinted roll of foil is put in the machine, threaded through the feed rolls and the dies, and onto the scrap rewind spool.

Changing the machine, when the plain die is in place, to form different printed hoods requires only the removal of a roll of printed foil and the insertion of a new roll.

Apart from their more colorful appearance, the printed hoods formed in-plant are saving Otto's Dairy a valuable amount of storage space. The pre-formed variety, which are supplied in tub's, normally took up an area 30 by 50 ft., while rolls of printed aluminum foil for the same number of bottle caps require an area of only 8 by 10 ft.

CREDIT: Printed aluminum foil and hoodforming machine, Aluminum Co. of America, 723 Alcoa Bldg., Pittsburgh 19.

## Volumetric aerosol-can filling machine



To maintain accuracy on the filling line, coupled with economical, high-speed operation, has given aerosol packagers a perpetual headache-fillers of foamy liquids and soap-based semi-liquids doubly so. A new aerosol-can filling machine has been introduced by The MRM Co., Inc., Brooklyn, N. Y., which is reported to handle the triple-phase problem.

Design of the special filling heads accounts for the plus-or-minus 1-gm. filling accuracy. The heads are adjusted by means of a cylinder threaded so that each revolution equals the gram tolerance. The heads are filled through a special valve and are discharged into the containers automatically, operating as an integral part of the unit. The reported capacity of the 12-spout filler is 50 to 100 of the 6%-oz. aerosols per minute on a pressure-fill line. Bottom fill minimizes disturbance of the soapy product. The unit operates with all types of liquids and semi-liquids and is easily cleaned.

# PICTORIAL REVIEW

# High-speed wrapper for cookie sandwiches

The baking industry has placed some staggering demands on packaging machinery manufacturers. For one, the conveyer-type ovens turn out cookies and crackers at speeds which are a continuing challenge. For another, these products require delicate handling to minimize rejects.

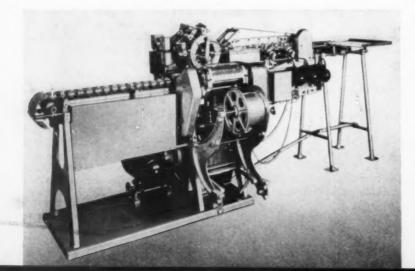
For wrapping several cookie or cracker sandwiches into a unit, the Lynch Corp., Anderson, Ind., is presenting a new machine planned to maintain production speeds up to 100 packages per minute with minimum scrap loss.

Reportedly, the Model RS (round/

square) Wrap-O-Matic incorporates multiple heaters to allow efficient heat sealing at lower temperatures; has improved control of wrapping materials and sealing; compensates for normal irregularities in diameter and thickness of sandwiches; can be directly connected to spreader equipment; is easily adjusted to handle round, square or rectangular products.

The Wrap-O-Matic has eight assembly pockets in which the first end fold is made to control wrapper location. The package is not moved continuously through the three heater bands, but is indexed and sealing is done while the package is at rest to minimize shock. Extra long folders are used for improved folding control.

Standard version of the Model RS is 51 in. wide, 55 in. high and 142 in. long. Product sizes range from 1½ to 2 in. in diameter or, in the square shapes, any combination of width or length of 1½ to 3 in.



### Automatic machines to apply rubber stoppers

There has been increasing effort on the part of pharmaceutical industry to eliminate unnecessary handling by joining or combining various packaging operations into a straight-line system. To facilitate this Popper & Sons, Inc., New York, is introducing two new machines for automatic rubber stoppering of pharmaceutical vials. Model RS-100C, the PerfeKtum automatic rubber stoppering machine shown here is reported to lend itself to high-speed, economical operation. This hopper-fed machine inserts rubber stoppers into vials under sterile conditions at speeds up to 120 per minute. All components coming into contact with the stoppers are constructed of stainless steel or chrome plated.

The Model RS-100C machine handles different types of 20-mm. stoppers and can be adapted to handle 11- to 13-mm. stoppers. Vials up to 50-cc. capacity can be conveyed and stoppered without change of components, it is claimed.

The Model RS-100M semi-automatic stoppering machine is designed for operation in a sterile cubicle or hood. Speeds up to 35 vials per minute for filling and stoppering by one operator are claimed.

Mean dimensions for the illustrated unit, the Model RS-100C, automatic, are 60 in. wide, 16 in. deep and 56 in. high. Model RS-100M, semi-automatic, is 16 in. wide, 12 in. deep and 25 in. high.



# OF NEW MACHINERY

## Automatic machine for making set-up boxes

Fully automatic equipment that reportedly changes set-up paper box making from batch to continuous operation is being offered by the New Jersey Machine Corp., Hoboken, N.J. The new machine combines staying and box-wrapping into a single straight-line unit for in-plant use.

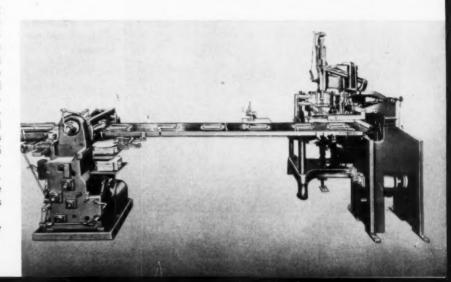
The 36½-in. Auto-Flex unit delivers boxes as they come out of the staying machine to the spotting station where the glued off fancy paper wrap engages the stayed box after which the machine automatically feeds box and wrap into the wrapping machine. The unit converts flat paperboard and wrapper into a fancy set-up box without human handling. The conventional-style set-up box is handled and also the extension-edge type. Box sizes handled range from 17 in. long by 11½ in. wide by 4 in. deep down to 5 in. long by 1¾ in. wide by  $\frac{5}{16}$  in. deep.

Papers, of course, are what give the set-up boxes their distinctiveness and "sell." The Auto-Flex unit handles embossed or laminated papers and foils as well as conventional papers.

The Auto-Flex machine is said to double present production rates—from 1,000 pieces per hour at the key operation to 2,000 pieces per hour. Although an additional 20 min, is added

for changeover, the doubled production compensates for this in the first half hour.

Additional virtues claimed for the Auto-Flex unit are: improved quality of workmanship from the automatic registration between box and wrap, and reduced costs and handling.





## Improved bag sealer and labeler

Four new devices to improve automatic bag sealing and label feeding, folding and sealing, performed in a single operation, are incorporated in the Model VL S-12 Vacuumatic heat sealing and labeling machine now being introduced by Mercury Heat Sealing Equipment Co., Philadelphia.

One of the new devices is an exclusive feature that times the release of the label to correspond with the speed of the operator, thus achieving maximum production.

A second feature controls pick-up of the label in such a way that it virtually eliminates the possibility of two labels being put on the same bag.

A third improvement is an adjustable feeding device that drops the label in exactly the right position for best operation, permitting control of labels that may be slightly curled.

The fourth improvement is an exclusive control that automatically prevents the sealing jaws from closing more than once in any sealing cycle to avoid accidental spoilage through double seals.

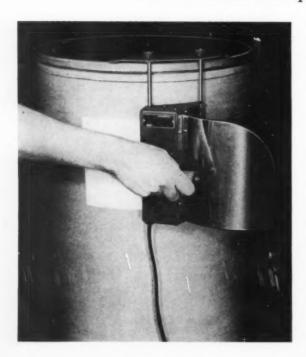
The Vacuumatic will automatically take a label up to 11 in. wide, drop it over the top of a bag, fold and seal both bag and label at the same time, eliminating the necessity of two separate operations. Cellophane, polyethylene and Pliofilm bags are handled.

The Vacuumatic is said to be fully adjustable for folding a label in any practical manner, such as in half or with one side longer than the other. The machine can also be adapted to completely automatic conveyor operation by the addition of a specially designed feeding table.

The improved-model heat sealer is also said to be ruggedly built to withstand years of hard use. It employs a full-scale vacuum pump built into its self-contained base and designed to provide trouble-free operation at all times and under all conditions.

# PICTORIAL REVIEW

# New drum labeler applies heat-seal labels



Heat-seal labels are applied to metal or fibre drums and to wood or paper containers with circular surfaces by means of a new drum labeler, Model DL-8, produced by The Lakso Co., Inc., Fitchburg, Mass. The use of glue, paste or stencils is eliminated and operation is said to be fast, easy and trouble-free.

The heat-seal labels are hand-fed into a side slot in the labeler and are passed between temperature-balanced heating units. A squeegee roller rolls on the label and at the same time expels the air under the label to assure a smooth, tight bond. Thus, in a single-stroke operation a permanent, weatherproof labeling job is performed.

The Model DL-8 is reported to handle any conventional shape of label in sizes up to 8 in. high with minimum width of 4 in. The labeler is adjustable for label position by means of guides attached to the labeler and is designed to permit accurate registry. The machine applies labels to different circumferences, including circular containers as small as 2- to 3-gal. capacity. The hand-fed labeler weighs approximately 5 lbs. and is easy to carry, position and operate. It is equipped with an automatic thermostat control, operates on 115-volt A.C. and draws 225 watts.

A Model DL-12, handling labels up to 12 in. in height, will soon be available, it is reported.

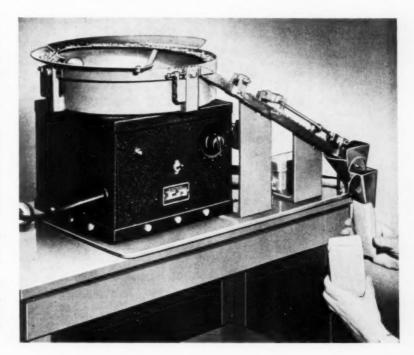
## Semi-automatic counting machine for nails and screws

The Vibracount machine, expressly designed for manufacturers who packet small screws or nails for installation of their product, is being introduced by the Brown Bag Filling Machine Co., Fitchburg, Mass. The machine counts and feeds small hardware parts at speeds up to 35 packets a minute.

Both feeding speed and filling count are variable at will. Operation is simple, with item flow controlled by a foot treadle or a dial on the Syntron bowl vibrator. The Vibracount is said to guarantee correct count, pre-set by the operator, with every packet fill.

The compact machine measures 24 by 14 in., is 14 in. high and is operated from a standard 110-volt, 60-cycle A.C. line.

Plastic tubes, boxes, envelopes and similar types of containers can be filled with small wood screws, nails, bolts, rivets, machine screws and similar hardware items.



# OF NEW MACHINERY

## Case sealer for large three-piece carton

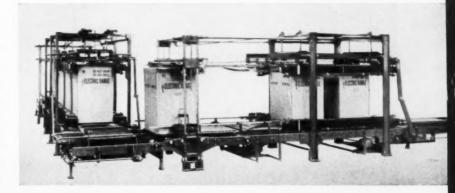
A special gluer and compression unit for case sealing jumbo-sized corrugated cartons is being produced by the Standard-Knapp Div. of Emhart Mfg. Co., located in Portland, Conn. Basically an enlarged version of an S-K 429-600 gluer and compression unit, the special sealer allows electric ranges to be semi-automatically packaged in their shipping cartons, effecting a substantial saving in packaging and labor costs.

A range bolted to its skid is conveyed to the intake rollers of the machine and a corrugated "sleeve" is placed over the range. Corrugated liners are inserted inside the sleeve to fill the void space. The bottom piece or cap is placed between gravity rolls and the infeed belt so that as the case progresses along the intake rollers, its weight and momentum pick up the bottom cap and position it under the skid. At the same time a double-flanged upper cap is placed on top of

the range by hand and the inside ends tucked into the carton. From this step on, the entire operation is fully automatic.

The range travels to the first section of the gluer and sealer where glue is applied to the longitudinal flaps, both top and bottom, which are then sealed in the compression unit. A transfer unit passes the range onto the second unit operating at right angles where gluing and sealing are completed. The package is ejected from this second leg at another 90 deg, turn.

The unit is 42½ ft. long on its first leg and 31 ft. long on the second. Incorporation of the double right-angle system minimizes space requirements.





## Filler for plastic and odd-shaped containers

A volumetric, semi-automatic liquid filler is being offered by U.S. Bottlers Machinery Co., Chicago. Called the "Multi-U-Meter," it is designed for efficient, accurate filling of squeeze bottles and odd-shaped glass containers.

The new filler is available in twotube and four-tube models. The twotube model, reportedly, is efficient on all conventional sizes of containers and has fastest production on 2- to 8-oz. containers, which can be handled at a rate of 10 to 15 containers a minute. This model serves most requirements to advantage. However, the four-tube model is desirable for increased production on slow-flowrate liquids and on large containers.

Liquids are fed into the filler under a constant head of pressure. The amount of liquid filled into a container is regulated by the size of the orifice in the nozzle and by the length of time that the liquid is allowed to flow. Flow of the liquid is activated by a push-button starter and is automatically timed and shut off in accordance with a pre-determined time setting. The time control device is similar in operation to an alarm clock—once the setting has been made, the time interval is automatically repeated.

Since the timing of the flow is exactly the same for each fill and because the liquid is kept under constant pressure, filling is said to be uniform and extremely accurate. Control of the product coming into the filler is regulated by a sensitive solenoid-operated balance valve.

The minimum orifice that can be used is ¼ in, in diameter. There is no contact between container and filler, thus those problems are eliminated that arise when pressure and vacuum are used in filling plastic bottles.

Each tube in the filler represents an individually controlled filling head. Each head is equipped with an individual timing device to regulate accurate fill automatically.

# PICTORIAL REVIEW

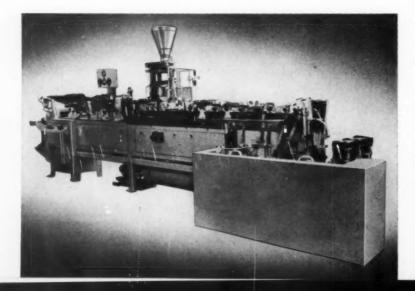
## Cartoning attachment for pouch-making machine

A new attachment introduced by the Bartelt Engineering Co., Rockford, Ill., for use in conjunction with its pouch-filling machine, opens a flat carton and places one or more bagtype packages that are produced on the machine into the carton.

Installations of the packaging-cartoning machine have been made for the packaging of tobacco, powdered milk, soups, gelatin and other products contained in pouch-style packages. For example, the machine is used on a pipe-tobacco filling line,

where a pouch is formed from a web of polyethylene-coated foil laminated to glassine. The machine fills the pouch, folds the top over twice and seals it with a cold seal, using three spots of wax, which are applied to the web at the time the bag is formed. The cartoning attachment sets up a chipboard carton, inserts the bag, glues both ends of the carton and racks it up in a compression chamber.

The machine will handle a variety of materials including film, foil, paper or combinations. It reportedly fills the pouches quickly and accurately, seals the bag with heat or cold seal closures, places one or more bags in a carton, and performs all these operations at a high rate of production. Only one operator is needed to tend the machine. Solid, liquid and powdered machine. Solid, liquid and powdered materials can be handled by the packaging-cartoning machine to provide the convenience of the pouch plus the rigidity of the carton.



### Collapsible box-making attachment for gluers

The Model FG Speed King straight-line gluer, produced by International Paper Box Machine Co., Nashua, N. H., can now be converted into a versatile collapsible box-making machine by simple addition of the Super-matic Model GA. This attachment is reported to provide a means of producing a variety of styles and types of collapsible boxes without the heavy investment usually associated with such specialized equipment.

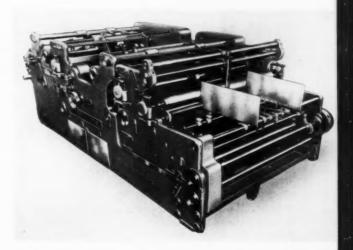
The unit is designed to bring equipment for making the many styles of collapsible boxes into reach of the small box producer. For the large collapsible box maker, the attachment serves as a piece of reserve equipment to provide an additional push when production is at its peak.

When installed with International's straight-line gluer, the portable Super-matic attachment produces Beers, Brightwood, bottom fold and six-cornered glued boxes. Blanks are fed through the gluer, transferred to the folding machine and completed collapsible boxes are taken off and flattened for shipment.

Redesign of the folding elements condenses the entire unit of the Model GA into 10-ft. length. Center wheels mounted at the balance point and swivel wheels at either end of the unit provide movability and easy installment. A simple coupling device is said to give positive synchronization of the box maker with gluing machine. A new-type, simplified, cage construction reportedly assures straight

alignment of the blank as it is transferred from gluer unit to the Model GA.

Either suction feed or timed-bottom feed can be installed on the Super-matic. Positive control of the blanks throughout the entire fold sequence is said to be insured by upper and lower carriers.



# OF NEW MACHINERY

# New German-built bag-making machines

The new series of Matador bag-making machines, marketed recently by the H. H. Heinrich Co., New York, are reported to embody several new design features that increase production of both flat and square bags. A new spring-adjustable pull roll device gives a cushioned, high pressure, positive method of pulling the web through the machine. Slack control rollers, replacing the conventional pinch bars, are said to offer more flexible control of slack for any size bag. Change-over for size adjustment is simplified by inserting a gear of standard 10 pitch.

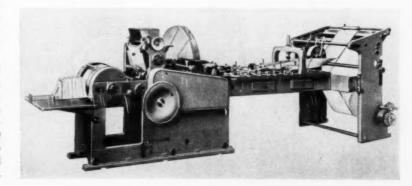
The Model 50 Matador, illustrated here, handles a roll with maximum width of 59 in., produces bags ranging from 2% to 19% in. in face, with cut-off lengths of 7% to 30% in. Production is said to be rated at 400 bags per minute. The Model 26 handles 28%-in. maximum paper roll width, produces bags of 2- to 10%-in.

face and 4- to 18%-in. cut-off. Production rates up to 1,200 bags per minute are claimed. The Model 31 Matador has a maximum paper roll width of 37% in.; bags measuring 2 to 12% in. in face with cut-off lengths ranging from 4% to 25% in. are converted at rates approaching 700 per minute. The Model 40 takes a maximum 49%-in. roll width and produces bags of

2% to 15% in. in face with 7%- to 30%in. cut-off lengths. Speeds approaching 450 bags per minute are claimed.

The Model 26 measures 12% by 42% ft.; Model 31, 16% by 6 ft.; Model 40, 18 by 65%; Model 50, 182% by 81% ft.

Optional equipment includes a central oiling system and end printers with up to four printing units mounted on a four-color frame.



# A new look in Britain

More goods, freer money spur British packagers to develop new designs and better consumer packs



W ith the return of ample quantities of consumer goods as well as better packaging materials to the British home market, British packaging reflects intensive effort to encourage new, fresh designs and a general upgrading of construction standards to provide stronger selling appeals.

This trend is apparent among the award winners in the British Paper Box and Carton Design Competition, a few of which are illustrated and discussed herewith. Color and design

are stepped up markedly, but even more noteworthy is the use of novel box constructions-perhaps too expensive for American packagers in view of present U. S. production costswhich British firms are adopting to drive the entering sales wedge.

A hinged handkerchief display box is winning the approval of retailers by means of an ingenious swing-out arrangement of two top trays so that the display area is doubled by a flick of the finger.

A colorful plaid Scotch whisky package starts with a vertically hinged telescope box constructed in a way that the opening line in the front provides a visor-shaped lid. Additional interest is provided by a drop-leaf panel in the set-up box front which carries customer legend and distiller's pledge. By softening the corners all around and printing the covering in a bright Tartan plaid, the designer and boxmakers have offered a package that is a distinctive

TRADE NAMES are given new emphasis, but note



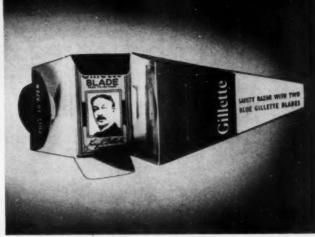


CARRY-HOME eartons for Clayton's Pure Fruit Juices indicate attention to consumer convenience and promotion of multiple-unit sales.



MODERN PACKAGING





NOVEL CONSTRUCTIONS highlight British box making. Handkerchief display box has swing-out trays that double display area. British Gillette safety razor and blade combination is presented in a pyramid-shaped carton.

VISOR-SHAPED lid and dropleaf front panel of this bright Tartan-plaid box marked a departure from the traditional gift packaging of Scotch whisky.

departure from conventional spirits packaging.

The British carton-maker's answer to the packaging of plastic shaving kits is another departure from the conventional. By varying the shape of the British Gillette safety razor and blade combination kit from the usual rectangular set-up carton to a truncated pyramid, the designer has again called upon shape to provide dominating consumer interest. Packing and stacking of the new shape are achieved by alternating the packs. In display this gives a checker-

board effect with light surface against dark ends.

Attention to bold emphasis on trade name is indicated by the overseas Fab detergent carton, printed in London for German markets. Differences in merchandising are shown by the uncluttered surface of the front panel design, completely undisturbed by selling copy, which is relegated to the sides and back.

Britons, too, are becoming aware of the importance of packages with consumer convenience that also promote the multiple-unit sale. An example is the neatly designed carry-home carton for Clayton's Pure Fruit Juice assortment. Six different-flavored juices are packed to this polkadot carrier. For dustproof storage, an outer sleeve illustrated with brand name and contents is provided.

Household textiles are being lav-

ishly packaged in Britain to capture the gift market as exemplified by the Osman towel set. The colorful set-up box covering simulates popular decorator textile prints. In a combination display of open and closed packages, the colorful lid offers exciting contrast to the more sedate transparent-wrapped contents. Subtle integration of brand name and identifying copy helps to complete the design for this package.

Last, but by no means least, in the general "better package program" is the encouragement given to student designers. The British Paper Box Federation Competition provides a sounding board for this farsighted phase. An example is the neat, modern egg-slicer carton, winner of the Best Student Design award, aimed to encourage a steady flow of new, improved packaging ideas.

GIFT PROMOTIONS of household textiles are being undertaken with lavishly colorful set-up box coverings.



ENCOURAGEMENT to student designers is illustrated by egg-slicer carton, winner of Best Student Design award.



# New techniques for silver

Now polyethylene bags for sterling are made and imprinted in the factory and packaging is sweeping the industry

In five years, the heat-sealed polyethylene-film package which International Silver Co. pioneered in the industry in 1949° has completely revolutionized the packaging of sterling silver.

Today, dealer demand for the convenient factory packs designed to protect each piece of silver from tarnish and stain, to provide easy pattern identification and to eliminate the time-consuming unwrapping and rewrapping of silver in tissue and parch-

See "Sterling in Polyethylene," Modern Packaging, July, 1949, p. 76. ment has become so great that practically every leading manufacturer of sterling has adopted polyethylene packaging not only for flatware, but also for the packaging of silver hollow ware.

And in silver manufacturing, protective packaging is virtually revolutionizing finishing and buffing operations by permitting them to go on as year-round activities instead of seasonally as was the case before packaging assured long-time storage of tarnish-free finished sterling.

With this universal acceptance of

polyethylene packaging in the sterling-silver industry, striking improvements are taking place in the development of more-efficient packaging materials and mechanized methods of handling them.

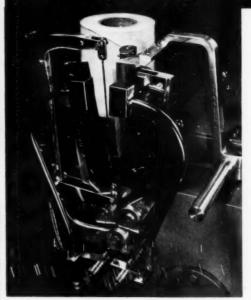
The recent outstanding trend in this field has been toward almost-universal use of automatically formed bags, made on the user's premises, which are, at present, generally hand filled, heat sealed and imprinted in the user's own plant by hot rollleaf stamping.

In the beginning practically all silver-manufacturing firms purchased pre-printed, pre-fabricated polyethylene bags. In fact it was International Silver's development work which resulted in (1) one of the first successful methods for durable printing on polyethylene; (2) a new high-speed

BAG-FORMING EQUIPMENT now in general use throughout the silver industry. This installation is at Oneida, Ltd. Operators wear gloves to prevent sterling from tarnishing as the pieces go into packages.



# 3 simple steps

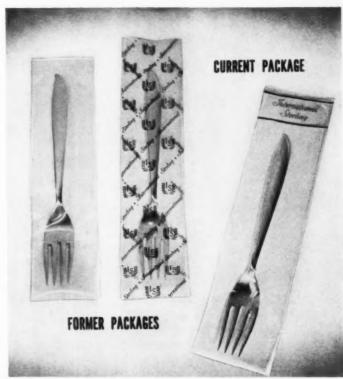


SLIT TUBING is fed to bag-forming machine in roll form. Blade between two surfaces of material extends film into proper position for sealing sides of bag.

method of fabricating polyethylene bags and (3) a new type of band heat sealer for successful handling of polyethylene film.

The practice of in-plant bag forming and imprinting has several advantages. It is reported that for this application the bags can be made in this manner less expensively. The in-plantproduced bags eliminate the necessity for carrying a large inventory of printed bags to cover the various sizes and the large number of patterns that must be identified. Simply by changing the stamp in the roll-leaf stamping machine, as many different types of pattern designations are available as desired. In the same operation the roll-leaf stamping machine provides attractive brand recognition. The bag-forming machines eliminate time-consuming handling of pre-fabricated bags to open them up and feed them to a band sealer.

The bag-forming machine now most generally used for sterling-silver packaging was actually developed some years ago when early attempts were being made to adapt polyethylene to manufacturing processes. It became apparent that what was needed was a machine that would present an open bag ready for filling, eliminating the

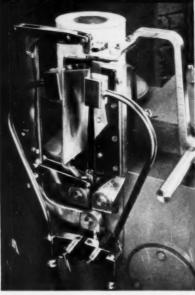


PROGRESS in sterling packaging is illustrated by (left) International Silver Co.'s first pre-fabricated, unprinted polyethylene package; (center) first pre-fabricated printed package; (right) present in-plant, automatically formed, heat-sealed and roll-leaf stamped package. Trade identity at top allows ample view of patterns.

# in machine operation



SUCTION FINGERS that look like the ear pieces of a stethoscope hold the bag open ready for inserting an individual piece of silver.

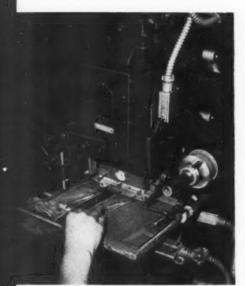


BAG OPEN is ready for filling. Machine speed of 26 to 32 pieces a minute depends on time involved for hand filling, box size, film thickness.

handling of limp, static-bound containers.

This machine takes polyethylene film in the form of tubing slit in half, so that the fold becomes the bottom of the bag as the material is fed from a roll. A blade between the two surfaces of the fold in the rolled material extends the polyethylene film into a position for heat sealing the sides of the bag. Two square elements, which look like the earpieces of a stethoscope, are actually suction fingers to hold the bag open for filling. After the sterling-silver piece has been inserted, the bag is ready for the final heat seal, which is accomplished automatically at speeds depending upon the size of the bag and the thickness of film to be sealed. Each piece of silver, of course, is handled separately and operators wear gloves to prevent tarnish as the pieces go into the pack-

The filled bags are usually placed on chutes or conveyors which carry them to the roll-leaf stamping machine. Finished work is stored in trays which are sent to bundling machines



IMPRINTING finished bags in roll-leaf stamping machine provides prominent brand identity.

where the individually wrapped pieces are tied in threes or sixes and then placed in reserve stock.

The foregoing procedure is today common practice at International Silver, The Gorham Co., Wallace, Towle, Oneida and others.

However, development work is still going forward. Several silver companies are investigating the use of polyethylene-coated cellophane† as a material that might do the job as well or better and at a cost lower than that of straight polyethylene, and at least one company has experimented with a machine which would eliminate bag making as a separate operation, permitting the silver piece to be placed, wrapped and sealed all in one automatic operation.

The machine is designed to use polyethylene-coated cellophane,

† See "Polyethylene-Coated Cellophane," this issue, p. 203.

which in addition to being more economical than straight polyethylene, is more machineable, easier to seal, more nearly transparent and can carry excellent, protected printing on the reverse side of the cellophane. With the polyethylene coating on the inside, next to the silver, the same non-abrasive and non-tarnish properties are provided as with the straight film and there is said to be even greater resistance to tarnish-producing gas transmission due to the cellophane base.

Such continued research and development indicates the great importance attached to unit packaging in a field in which, five years ago, it scarcely existed.

Chedits: "Oto-Pak" bag-forming machine illustrated, The PNR Corp., 4500 Euclid Ave., Cleveland, Ohio. Roll-leaf stamping machine, Peerless Roll Leaf Co., Inc., 4511-13 New York Ave., Union City, N. J.

### Abstract design replaces old plantation theme

Increasing acceptance of modern art forms for smart package design is indicated by the new container for "Plantation Jinglebits," hard candies made by the Plantation Chocolate Co., Philadelphia. The eight basic modern shapes of the candies themselves were a "natural" in suggesting this abstract treatment when the company wanted a new package appropriate to the quality of the candy and one that would have maximum impulse-buying appeal in department stores and better candy shops where it is sold.

More and more frequently in the past two years packagers have been drawing on modern art forms. Mobiles have become powerful point-of-sale merchandisers (see "Free-Motion Display," Modern Packaging, Nov., 1952, p. 108). A pacemaker in cosmetic packaging was Gourielli's "Fourth Dimension" mobile perfume bottle mounted on a decorative piece of plastic sculpture (see "New Dimensions for Cosmetics," Modern Packaging, Sept., 1953, p. 132).

The fact that the individual pieces of Plantation's hard candies resembled the geometrical elements often used in abstract art prompted use of a "mobile" theme for the box design. The name "Jinglebits," the company reports, was derived from the mobile

setting and the sounds heard when the candy is shifted about within the container.

The metal container top is brightly lithographed in seven colors. Company and product name are prominent on the container lid.

Previously the candies were distributed under the name "Superior

Mix" in a three-color metal container depicting a southern plantation house. Some resistance had arisen from retailers who felt that the old design was not equal to or appropriate for the quality of the candy.

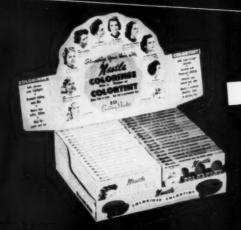
CREDIT: Container, Crown Can Co., H & Eric Ave., Philadelphia.



MODERN SHAPES of candies suggested modern geometric package design.



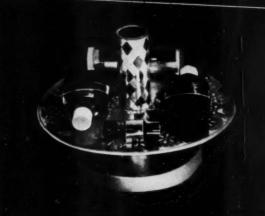
Prestige
Packages
made by
BURT



# You'll see hundreds more at Booth 845

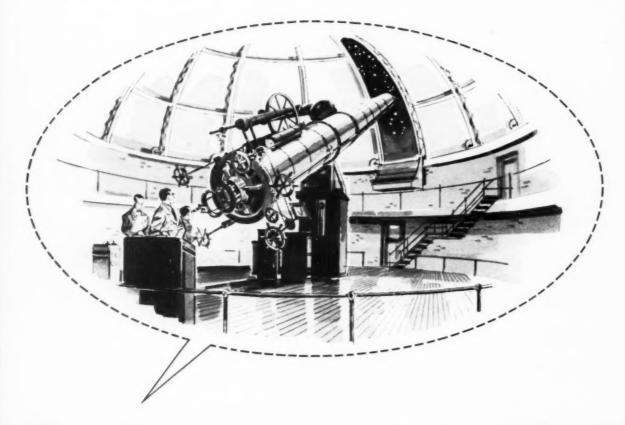
F. N. Burt Company, Inc.
Manufacturers of Small Set up Boxes.
Folding Cartons and Transparent Containers.
500-540 Seneca Street, Buffalo 4, N. Y.
Offices in Principal Cities Or Write Direct
Canadian Div.: Dominion Paper Box Co. Ltd.,
469-483 King St. W., Toronto, Canada











# The figures are astronomical!

Just how many cartons Gardner has made in more than fifty years, nobody knows. But we do know that it runs into the countless billions.

These astronomical numbers spell one important word: experience. Experience that is certain to be reflected in your dealings with Gardner, and in the character of your cartons produced in our plants.

There is a man near you—a Gardner representative—who can tell you how all of Gardner's experience and facilities can be brought to bear on your packaging problems. A request will bring him to your desk at a time convenient to you. Hear what he has to say about the merits of packaging your product in "Cartons by Gardner."

GENERAL OFFICES: Middletown, Ohio—PLANTS: Middletown, Ohio; Lockland (Cincinnati), Ohio SALES OFFICES in Chicago, Cleveland, New York, Philadelphia, Pittsburgh, St. Louis

THE GARDNER BOARD AND CARTON CO.





FROM THE GARDNER GALLERY OF FAMOUS AMERICAN PACKAGES

SINCE 1889

# JOHNSTON



FAMOUS



ALUMINUM ... TIN ... LEAD ... COMPOSITION TIN AND LEAD

FIRST CHOICE BY TOP BRAND NAMES for MODERN.PROTECTIVE.PACKAGING

The wide-spread acceptance of

JOHNSTON Famous Foils for packaging in the modern manner attests to JOHNSTON quality.

variety and adaptability to every packaging need.

SINCE 1889

What are Needs?

OHNSTON FOIL MANUFACTURING C

50 1 6 6 2 9 6 5 BROAD WAY

14 EXCHANGE PLACE JERSEY CITY N

TARE VINE STREET

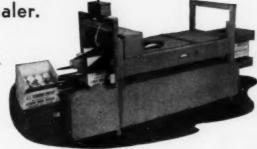
CINCINNATI OHIO

# PACKOMATIC Parade

Featuring Our Proudest
New Achievement, The ONLY
All New Case Sealer.

Small — 30 Square Feet
Fast — Eight 12" Long Cases
Per Minute

Easily Portable - 1200 Lbs.



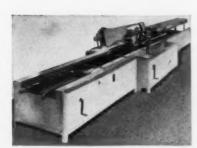
PACKER-GLUER SEMI-AUTOMATIC SHIPPING CASE GLUER-SEALER Glue applying system is ALL NEW. By applying glue to the outer case flaps in spots at ¾" centers each spot has the advantage of being aerated around its entire circumference, allowing the glue to spread and become absorbed much faster than when it is applied in an all-over design where the roll applying method is used. Spot application of glue makes a faster, tighter adhesion.



Model "D" shipping case gluer-sealer for high speed, moderate or slow production lines. Automatically applies wide variety of glue spreads. Handles both light and heavy corrugated or solid fiber containers. Adjustable for wide variety of case sizes and weights.

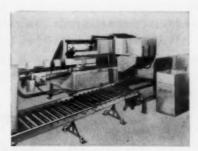


COMBINATION END LOADER - SIDE SEALER takes round or rectangular packages, assembles and loads them into cases previously squared and registered.



"STREAMLINER" Model "D" case gluer-sealer for food, deiry and beverage operations open to public.

Exhibiting our Packer-Gluer at the Packaging Show April 5th-8th • Booth 205-206



SEMI-AUTOMATIC CASE LOADER elevates, tiers, loads rectangular packages. With case upender to sealer.



SIDE GLUER-SEALER for cases going through in horizontal position such as end-open, tall and narrow cases with overlap as well as regular butt flaps.

If you use paper shipping cases to get your product to market, you need MODERN gluing and sealing equipment to help get it there in good condition. To do this job quickest and most economically, call on PACKOMATIC'S quarter century of designing and building experience to tell you which of its many shipping case gluing and sealing units is best adapted to your particular need.

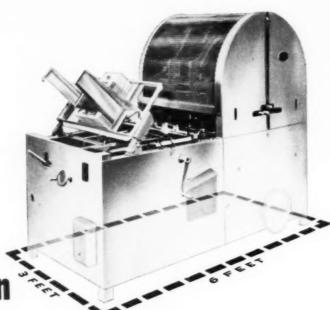
Whether you are modernizing present packaging equipment — from container forming and filling to shipping case gluing and sealing — or equipping a new plant, check Classified Directory for nearest Packomatic office or

Write



J. L. FERGUSON CO.

NEW YORK - CHICAGO - BOSTON - CLEVELAND - DENVER - LOS ANGELES - SAN FRANCISCO SEATTLE - BALTIMORE - NEW ORLEANS - TAMPA - PORTLAND



How to turn

# 3 x 6 feet of floor space into **BIG CARTON SAVINGS**

What are your biggest cartoning headaches? High carton and labor costs? Lack of storage space for your carton inventory? Carton set-up speeds inadequate for your production demands?

You can wipe out these problems in just 18 square feet of floor space for that's all our model PA carton former requires.

Right from the start, you'll make large savings over buying prefabricated or hand-set-up cartons. Model PA uses low-cost blanks that are easy to store and handle - forms them into sturdy, firmly glued cartons. Labor costs are cut, because the PA needs only the part-time attention of an attendant. And the production margin afforded by a machine that can turn out up to 102 cartons a minute is invaluable at peak production periods.

The PA is adjustable for various sizes. Can be adapted to a great variety of carton styles and any carton stock, including corrugated material. Cartons come out of machine right-side-up and can be conveyed automatically to filling stations.

Write for literature

#### SEE US AT THE PACKAGING SHOW

Booth 311, Atlantic City Auditorium, Apr. 5-8

NEW YORK

DENVER

PHILADELPHIA

LOS ANGELES

SAN FRANCISCO

SEATTLE

CHICAGO

TORONTO

DALLAS

MEXICO, D.F.

# TECHNICAL

ENGINEERING • METHODS • TESTING

Charles A. Southwick Jr. . Technical Editor

# Polyethylene-coated cellophane

It combines the best properties of two films in a single low-cost material. By LEONARD F. SWEC\* and GEORGE H. SULLIVAN†

Cellophane and polyethylene are two of the most important transparent films in the packaging industry today. This fact can be readily understood by a brief review of the outstanding individual properties of these two films. Moistureproof cellophane

\*Technical Director and †Sales Department, H. P. Smith Paper Co., Chicago.

PHOTO COURTEST HOWARD PLASTICS.



1. LIQUID HOLDING is one of the advantages of polyethylenecoated cellophane, which makes a strong polyethylene-to-polyethylene heat seal. Several million of these pouches, made of 300 MSAT cellophane coated with 134 mils of polyethylene, have been shipped, with only 15 leakers in the first 250.000. has excellent clarity, bursting strength, greaseproofness, gasproofness, moisture resistance, printing properties and gloss. Polyethylene film has excellent water and water-vapor resistance, low-temperature flexibility, folding endurance, tear strength, stretching properties, strength of heat seal, chemical resistance (acids and alkalis) and aging properties. Both cellophane and polyethylene are produced in large quantities and can be considered as economical transparent packaging materials derived from low-cost raw materials.

It can be seen that an intimate combination of these two films should give an outstanding packaging material in which the above properties should complement each other. This, in fact, is true and a large quantity of such material in laminated form has been produced and used for specialized applications. This involves producing both films separately and combining them in a third operation with a flexible, transparent adhesive that bonds well to both these chemically dissimilar films.

Meanwhile, in the last four years a new commercial operation has been developed for *coating* flexible webs (primarily paper) with polyethylene. This is done by extruding a hot film of polyethylene and immediately combining it to the traveling web in one operation with heat and pressure, thus eliminating the need for an adhesive.

By using cellophane film as the traveling web, it is theoretically pos-

2. TOBACCO POUCH uses 1-mil polyethylene coating on 300 MSAT cellophane. Heat-sealed seams along each side of the pouch are only  $\frac{1}{16}$  in. wide. Note the excellent transparency of this container.

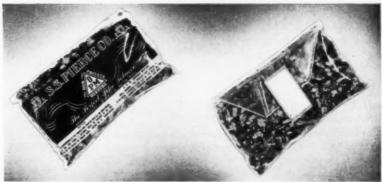
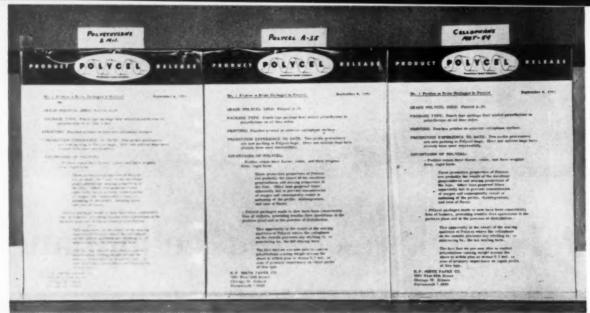


PHOTO COURTEST U. 8. ENVELOPE CO.



3. CLARITY of polyethylene-coated cellophane approaches that of cellophane alone, as is indicated by this comparison of a typical coated cellophane (center) with plain cellophane (right) and plain polyethylene (left). In each case the film is in contact with the printed sheet at the top and 2 in, away from the sheet at the bottom.

sible by this new process to obtain the desired combination without a separate operation for producing polyethylene film and without using an adhesive. Within the past 18 months this has become a commercial reality, after the overcoming of certain production obstacles. The main problems encountered were adhesion between the two films, uniform clarity and surface friction between two glossy, dissimilar surfaces.

#### Properties of coated film

Polyethylene-coated cellophane is now being produced commercially in several grades and weights. In order to simplify terminology, the various grades will be referred to by a number which indicates the lbs./ream of polyethylene coating applied to the cellophane.

Although various types and gauges of cellophane can be used as a base for a polyethylene coating, the emphasis to date has been on a 300-gauge moistureproof-type cellophane. To this a range of coating weights of high molecular weight polyethylene is being applied, from ½ to 3 mils. In Table I four grades of Polycel¹, with approximately ½, 1, 1¾ and 3 mils of polyethylene on 300-gauge moistureproof cellophane, are compared with straight 2-mil polyethylene film and with 300 MST 54 cellophane, a common moistureproof, heat-seal-

able film used in packaging many products. The basis weights and calipers given indicate in more detail the compositions of the films being compared.

The physical-strength data in Table I show the value of combining the two basic materials, polyethylene and cellophane. All the grades of polyethyl-

ene-coated cellophane shown here have bursting strength superior to that of the individual films and the results appear to be approximately additive. In tear strength and elongation a good compromise has been reached, improving very materially on these weaknesses of cellophane. The overall tensile-strength results on the poly-

| LADL | E I | -rm | BICA | LIM | PERI | IES |
|------|-----|-----|------|-----|------|-----|
|      |     |     |      |     |      |     |

| Property   | 300 MST 5-<br>cello-<br>phane | 4 2-mil<br>polyeth-<br>ylene | Polycel<br>A-8 | Polycel<br>A-15 | Polycel<br>A-25 | Polycel<br>A-45 |
|--|-------------------------------|------------------------------|----------------|-----------------|-----------------|-----------------|
| Basis wt. of film                                  | 22                            | 20                           | 20             | 26              | 40              | 0=              |
| (lbs./3,000 sq. ft.)                               | 22                            | 30                           | 30             | 36              | 46              | 65              |
| Weight of cellophane<br>(lbs./3,000 sq. ft.)       | 22                            | _                            | 22             | 22              | 22              | 22              |
| Weight of polyethylene<br>(lbs./3,000 sq. ft.)     | _                             | 30                           | 8              | 14              | 24              | 43              |
| Caliper of film (in.)                              | 0.0010                        | 0.0020                       | 0.0017         | 0.0022          | 0.0029          | 0.0042          |
| Mullen bursting<br>strength (psi)                  | 31                            | Stretches                    | 41             | 42              | 43              | 50              |
| Elmendorf tear<br>strength (gmMD)                  | 5                             | Very high                    | 11             | 17              | 45              | 65              |
| Elmendorf tear<br>strength (gmCD)                  | 10                            | Very high                    | 25             | 35              | 120             | 155             |
| Tensile strength<br>(lbs./inMD)                    | 7                             | 13                           | 8.5            | 10              | 11              | 13              |
| Tensile strength                                   |                               |                              |                |                 |                 |                 |
| (lbs./inCD)  | 5                             | 6                            | 6.5            | 7               | 8               | 9               |
| % elongation MD                                    | 1                             | Very high                    | 3              | 4               | 5               | 6               |
| % elongation CD                                    | 3                             | Very high                    | 19             | 21              | 23              | 25              |
| Strength of %-in.<br>heat seal (lbs./in.)          | 0.5                           | Film breaks                  | 2.5            | 3.9             | 7.0             | 9.0             |
| MIT folding endurance a<br>38 deg. F. (double fold |                               | Infinite                     | 12,000         | -               | -               | -               |

<sup>&</sup>lt;sup>1</sup>H. P. Smith Paper Co. trademark for polyethylene-coated cellophane.

ethylene-coated cellophane indicate the best possible balance obtainable for this property with these materials. The heat-seal strengths obtained in the combined material are definitely superior to either of the separate films. All these factors, particularly the latter, are quite important in evaluating the potential use of this material for heat-sealed bags or pouches.

The folding-endurance results illustrate the value of combining a relatively brittle material (cellophane) with an extremely flexible material (polyethylene). There are many possible packaging applications where considerable creasing or bending of the film makes the use of cellophane alone questionable, but where the other desirable properties of cellophane are nevertheless needed.

It can be seen that in all cases the strength properties of polyethylene-coated cellophane gradually increase as the weight of polyethylene coating increases. This is also generally true of the barrier properties to be discussed later. Therefore, the selection of polyethylene coating weight for each particular application must be based on these properties, what is needed to do the job and the economics.

A study was also made of the effect on physical-strength properties of aging the films at 140 deg. F. for one week. Unless otherwise indicated, all the tests, both aged and unaged, were run at 73 deg. F. and 50% r.h. after sufficient conditioning in this atmosphere. In general, the high-temperature aging had little effect except for some reduction in tear strength and considerable reduction in the strength of the heat seals.

One of the most important functional properties of a packaging film is its moisture resistance. When a dry

#### TABLE II—WATER-VAPOR RESISTANCE

| Test method and units  | 00 MST 5<br>cello-<br>phane | 54 2-mil<br>polyeth-<br>ylene | Polycel<br>A-8 | 45    | Polycel<br>A-25 | Polycel<br>A-45 |
|--|-----------------------------|-------------------------------|----------------|-------|-----------------|-----------------|
| Average moisture pick-up in<br>gm. per 24 hrs. through<br>heat-sealed bag            | 0.14                        | 0.016                         | 0.072          | 0.060 | 0.036           | 0.021           |
| Water-vapor-transmission<br>rate @ 100 deg. F., 90% in<br>in gm./100 sq. in./24 hrs. |                             |                               |                |       |                 |                 |
| Polyethylene facing<br>humidity (flat or creased                                     | 1) –                        | 0.60                          | 1.35           | 1.31  | 0.57            | 0.43            |
| Cellophane facing<br>humidity: (flat*)<br>(creased*)                                 | 0.49<br>0.96                | - "                           | 1.50           | 1.33  | 0.64            | 0.51            |

<sup>•</sup> This was the only case in which there was a significant difference between flat and creased results. Four creases in each direction were made with a 36-lb, weight for 60 seconds.

product is packaged to keep moisture out or when a wet product is packaged to keep moisture in, the watervapor-transmission rate of the film or barrier material is usually an important criterion of its effectiveness as the packaging material. Two methods of measuring the water-vapor resistance have been used and the results are given in Table II. Since transparent, heat-sealable films are very often used in the form of heat-sealed bags or pouches, a series of such bags was made containing calcium chloride desiceant and the moisture pick-up under controlled conditions was measured. Three flat, heat-sealed bags were made up with each film containing calcium chloride and sealed on all four sides. The total area of exposed film inside each bag was 40 sq. in. and the inside surface was polyethylene in each case except for the plain cellophane bags. The bags were kept at 73 deg. F. and 50% r.h. for 17 days. Seven weighings were made of each bag and the average results reported for each film.

It can be seen that in this test plain

2-mil polyethylene film gave approximately nine times the protection given by the particular grade of moisture-proof cellophane selected for comparison. The various grades of polyethylene-coated cellophane also showed up to be considerably superior to the moisture-proof cellophane and greater protection was obtained as the polyethylene coating weight increased.

The standard WVTR in a General Foods cabinet at 100 deg. F. and 90% r.h. was also measured on both flat and creased samples and reported in Table II. In this case a true measure of transmission rate is obtained through the film itself, with no seals involved. It is interesting to note that all the films containing polyethylene gave no significant difference between flat and creased results, whereas the cellophane gave a definitely poorer result when creased. Also, the results for polyethylene-coated cellophane were always better with the polyethylene exposed to the water vapor, as is the case with polyethylene-coated paper.

A summation of the results of both of these water-vapor-transmission tests

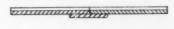
# FIG. 4 — THREE TYPES OF HEAT SEALS FOR POLYETHYLENE-COATED CELLOPHANE (cross-section views)

FIN SEAL

FOLDED OVER CENTER SEAL

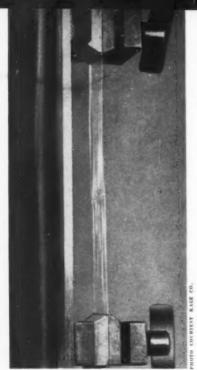


BUTT SEAL



— CELLOPHANE — always on outside of bag

- POLYETHYLENE - always on inside of bag



5. SEAL STRENGTH of bulk-type heat seal is tested in Amthor tensile tester. Seal is ½6 in. wide on 300 MSAT cellophane coated with 1¾ mils polyethylene and the photograph was taken at 7.8 lbs. tension.

is that the polyethylene weight or thickness is the governing factor in determining the degree of moisture protection. Furthermore, the polyethylene contributes more to moisture protection than the cellophane, particularly when making the assumption that the film will be flexed to some extent in the end use. It should also be noted that in actual prolonged contact with liquid water, polyethylene offers much greater protection than cellophane.

The resistance of flexible packaging films to common gases such as oxygen, nitrogen and carbon dioxide is of considerable importance, especially in food packaging. High gas resistance makes possible vacuum packaging in which exclusion of air for several weeks is necessary to prevent undesirable oxidation of the contents of the package. Even where vacuum techniques are not used, it is frequently possible to increase the shelf life of a product by packaging in a film that does not permit rapid transmission of these common gases in and out of the package.

Table III gives an indication of the relative gas-permeability values of a few common transparent packaging films. It must be remembered that these average results were obtained on only small samples of typical commercial films. Furthermore, most of these films can be manufactured with many small variations in composition which could materially affect the gastransmission results. It is interesting to note, however, that polyethylenecoated cellophane rates very high in gas resistance, next to saran film. It is obvious that the major contribution to its excellent gas resistance comes from the cellophane component.

This test was run at room temperature with the edges of the samples sealed. The wet or dry gas was passed over the exposed sample surface at atmospheric pressure with a vacuum maintained on the other side of the sample until a convenient quantity of gas for measurement purposes passed through the sample into the evacuated chamber.

When a cellophane surface was exposed to the gas, there was a considerably higher transmission rate with wet gases than with dry gases. However, these values with the wet gases can be considered as extremes because in normal use the relative humidity of the air or gas would be below 100%.

The possibility of packaging numerous wet products or actual liquids requires a different qualitative type of testing. To obtain a broad picture of the resistance of polyethylene, cellophane and polyethylene-coated cellophane to a variety of chemically different liquids, heat-sealed bags of the three films were made up containing seven different liquids. These were stored in an oven at 120 deg. F. to accelerate the test within a reasonable temperature limit. A definite leak was considered a failure and the average results from five bags in each case are reported in Table IV in terms of time. The limit of the test period was 33 days. It is significant to note the weakness of cellophane in holding aqueous liquids and the weakness of polyethylene in holding oils. Polycel A-15 gave the best over-all results of the three films, again indicating the advantage of combining cellophane and polyethylene to utilize the best

#### TABLE III — GAS PERMEABILITY DATA

|   | Side of film<br>into which |             | Gas perme   | ability in cc. 100 | 9 sq. in./24 hrs.   | @ 77° F.    |           |
|---|----------------------------|-------------|-------------|--------------------|---------------------|-------------|-----------|
| Film composition                                      | gas enters                 | $Wet^* O_2$ | Dryt O2     | $Wet^* N_2$        | $Dry^{\dagger} N_2$ | Wet* CO2    | Dryt CO2  |
| Goodyear 140N2 Pliofilm                               |                            |             |             |                    |                     |             |           |
| (1.4 mils thickness)                                  |                            | 22          | 16          | 1.1                | 3.1                 | 82          | 91        |
| Dow 150 B517 saran                                    |                            |             |             |                    |                     |             |           |
| (1.5 mils thickness)                                  |                            | Less than 1 | Less than 1 | Less than 1        | 2.0                 | Less than 1 | Less than |
| Du Pont 300 MSAT cellophane                           | ×                          |             |             |                    |                     |             |           |
| (1 mil thickness)                                     |                            | 4.3         | Less than 1 | 32                 | Less than 1         | 111         | Less than |
| Commercial 2-mil polyethylene                         |                            |             |             |                    |                     |             |           |
| film  |                            | 206         | 211         | 60                 | 61                  | 755         | 870       |
| Polycel A-15  | Polyethylene               | Less than 1 | Less than 1 | Less than 1        | Less than 1         | Less than 1 | Less than |
|   | Cellophane                 | 25          | Less than 1 | 12                 | Less than 1         | 200         | Less than |
| Polycel A-25  | Polyethylene               | Less than 1 | Less than 1 | Less than 1        | Less than 1         | 2.0         | Less than |
|   | Cellophane                 | 15          | Less than 1 | 5                  | Less than 1         | 85          | Less than |
| Commercial adhesive lamina-                           |                            |             |             |                    |                     |             |           |
| tion of 2-mil polyethylene                            | Polyethylene               | Less than 1 | Less than 1 | Less than 1        | Less than 1         | Less than 1 | Less than |
| film to 300-gauge (1 mil)<br>moistureproof cellophane | Cellophane                 | 41          | Less than 1 | 19                 | Less than 1         | 217         | Less than |

<sup>\*100%</sup> relative humidity.

properties of both of the components.

After completion of the above test, the heat-seal strength of each bag was again obtained to determine what deterioration, if any, had occurred in this property due to the prolonged exposure to the various liquids. The results were somewhat erratic, but in all cases were lower than the original heat-seal strength. Again, the Polycel A-15 still had the highest seal strength and the cellophane the lowest seal strength.

Summarizing its properties, polyethylene-coated cellophane is superior in over-all strength properties to either cellophane or polyethylene film, particularly in heat-seal and bursting strength. Polyethylene-coated cellophane and polyethylene are approximately equivalent (based on the same weight of polyethylene) as watervapor barriers. Polyethylene-coated cellophane has the greatest versatility in resistance to a variety of liquid chemicals. In addition, it has a combination (in varying degree) of most of the other good properties of each individual film, such as the gas resistance, printability and appearance of cellophane along with the flexibility over a wide temperature range of polyethylene.

#### Economics of the material

In considering the packaging applications of polyethylene-coated cellophane, the economic factors involved must first be thoroughly evaluated. Obviously, based on the properties indicated in the foregoing, there are a multitude of places where this ma-

TABLE IV—CHEMICAL RESISTANCE AT 120 DEG. F.

| Test liquid                     | 300<br>MST 54<br>cell-<br>phane | 2-mil<br>poly-<br>eth-<br>yene | Poly-<br>cel<br>A-15 |
|---------------------------------|---------------------------------|--------------------------------|----------------------|
| . 1 .1                          | 33 +                            | Less than                      | 33 +                 |
| Lard oil                        | days                            | 1 day                          | days                 |
| Light min-<br>eral oil          | 33 +<br>days                    | 1 day                          | 33 +<br>days         |
| Cottonseed                      | 33 +                            | Less than                      | 33 +                 |
| oil                             | days                            | 1 day                          | days                 |
| 25% acetic<br>acid              | 2 hrs.                          | 33 +<br>days                   | 2 hrs.               |
| 5% sodium<br>hydroxide          | 1 hr.                           | 9 days                         | 3 days               |
| 12% sodium<br>hypo-<br>chlorite | 2 hrs.                          | 14 days                        | 3 hrs.               |
| Water                           | 6 hrs.                          | 33 +<br>days                   | days                 |

#### TABLE V-COMPARISON OF PRICES

| Film                        | Thickness in mils | Price per lb. | Yield sq. in./lb. | Price per 1,000 sq. in |
|-----------------------------|-------------------|---------------|-------------------|------------------------|
| 300 MSAT cellophane         | 1.0               | \$0.586       | 19,500            | 3.0€                   |
| 450 MSAT cellophane         | 1.4               | \$0.586       | 14,000            | 4.2¢                   |
| Polyethylene                | 1.5               | \$0.66        | 19,200            | 3.4¢                   |
| Polyethylene                | 3.0               | \$0.66        | 9,600             | 6.9¢                   |
| Pliofilm                    | 0.8               | \$1.21        | 31,000            | 3.9¢                   |
| Pliofilm                    | 1.4               | \$1.14        | 17,000            | 6.7¢                   |
| Pliofilm                    | 2.5               | \$1.63        | 9,500             | 17.2¢                  |
| Polycel A-8                 | 1.7               | \$1.05        | 14,300            | 7.4¢                   |
| Polycel A-15                | 2.2               | \$0.99        | 11,600            | 8.5¢                   |
| Polycel A-25                | 2.9               | \$0.95        | 9,100             | 10.4¢                  |
| 300 cellophane laminated to |                   |               |                   |                        |
| 1.5-mil polyethylene        | 2.8               | \$1.18        | 9,000             | 13.1¢                  |

terial could be used to advantage and where it would be most desirable from the protective standpoint. But in many of these cases, this film would be too costly for the particular job involved.

In considering the economic factors involved, Table V comparing current prices (as of this writing) of various films, including Polycel, may be helpful.

It will be noted that, as a general rule, Polycel is lower in cost than any of the laminated transparent films, where two separate film materials are laminated together. The savings in making a coated film are therefore quite important. As a result, it is apparent that if polyethylene-coated cellophane can be used instead of laminated film on certain product applications and do a satisfactory job.

there will be a definite saving to the packager.

On the other hand, the coated film is usually higher in cost than the basic types of commercial films and therefore must offer certain important advantages before its use in place of plain film materials can be justified. In this connection it is important to consider each packaging application as a separate entity and then analyze the advantages polyethylene-coated cellophane would offer in each case.

In addition to the excellent physical properties, water-vapor resistance and chemical-resistance properties of polyethylene-coated cellophane already indicated, this new film offers certain other advantages of primary importance in packaging:

1. Appearance. It is a clear, trans-

6. FOR METAL PARTS, this pouch—fabricated, filled and scaled on automatic equipment—uses polyethylene-coated cellophane on the face and polyethylene-coated paper on the back, giving a tight fin scal between the plastic surfaces, low cost, rigidity, visible identity on one side and a paper surface for printing on the other side.

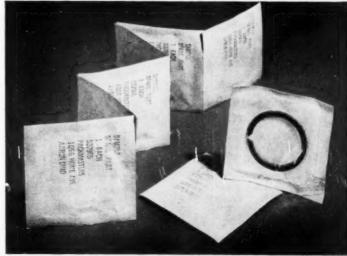


PHOTO COURTEST PACEMASTERS, IN

parent, glossy material which prints very well and shows off the product to excellent advantage.

2. Heat sealing. Its heat-sealing characteristics are of utmost importance: (a) Seals are exceptionally strong, as already indicated. (b) Sealing temperature is not critical. (c) Sealing elements contact the cellophane side only. Therefore, there is no danger of sticking or cutting through the film by the sealer bar which would result in damage and leakers. As a result, higher operating temperatures and higher machine speeds become possible. (d) There is no delamination even with a wide variety of sealing conditions.

3. Dimensional stability. Polyethylene-coated cellophane does not stretch or pull out of shape in handling on printing and automatic packaging equipment.

These properties of polyethylenecoated cellophane merit consideration where serious difficulties are being encountered with present packaging materials, or where high cost of laminated materials is resulting in such a high-priced finished product that it may be seriously limiting the market for the product.

#### **Applications**

Most polyethylene-coated cellophane is now being used in the form of bags or pouches, mostly heat sealed but in some cases adhesive sealed. In making bags or pouches it is most

7. SAUERKRAUT POUCH is made of 300 MSAT cellophane coated with 1¾ mils of polyethylene, giving required film and seal strength and leakproofness. The seal is ¾ in. in width.



PHOTO COURTEST PURITAN PACKAGING CO.

important to bear in mind that this material can only be heat sealed when the two polyethylene surfaces are in contact with each other. The polyethylene side will not seal strongly to the cellophane side.

In general, polyethylene-coated cellophane is converted into finished packages by the following methods:

1. Fabricated on bag-making equipment, the finished bags then being shipped to the packager for filling and sealing. Bags are of three types: (a) Pouch type, made with face-toface heat seal with polyethylene on the inside. Bags of this type can be made from a single roll of material with a folded-over type of bottom, with the bottom either sealed or plain; or the pouches can be made from two rolls of material, with the bags sealed on three sides. Polyethylene-coated cellophane pouches made in these various forms are now being used successfully. (b) Center-seam-type bag in which the center seam is folded over in such a manner as to obtain a polyethylene-to-polyethylene heat seal. These bags can be made in either the plain or gusset type and in both cases the bottom is usually heat sealed and then folded up and held in place with adhesive. The diagram in Fig. 4 illustrates how the folded-over center seam can be made on conventional bag-making equipment. (c) Adhesivesealed bag, in which the center seam is made with an adhesive seal, polyethylene to cellophane, in much the same manner as a regular cellophane bag is made. This is a difficult adhesive job, but some converters have produced a combination of adhesive and manufacturing technique to provide a satisfactory adhesive seal.

2. Pouches and bags made on automatic equipment using polyethylenecoated cellophane in r. and in one series of operations to... film into a pouch, filling, sealing and delivering the complete packaged product. Packages of this type are made in the following forms: (a) Pouch type, in which the material is sealed on either three or four sides with face-to-face seals, with polyethylene on the inside. This results in the typical fin type of package. Polyethylene-coated cellophane works satisfactorily on all machines that produce this type of package and is now being used on several production units of this type. (b) The "pillow" type of package with a center seam. With one automatic machine making this type of package, it has been necessary for the manufacturer to provide a special attachment to make the folded-over center seam, thereby making it possible to obtain a polyethylene-to-polyethylene sealed center seam. (c) One other manufacturer of automatic packaging equipment which also makes the center-seam, pillow-type package has found it most desirable on his particular equipment to make a butttype center seam in which the two interior polyethylene surfaces are sealed at the center of the bag to a %-in.-wide strip of polyethylene film that is fed into the center-seam area from an unwind stand attached to the equipment. This type of butt seal is also indicated in the diagram in

It should be noted that polyethylenecoated cellophane will not work satisfactorily on conventional overwrapping equipment because of the fact that it cannot be sealed face to back as is required in this type of package.

#### Typical packaging uses

The following indicates typical applications where polyethlyene-coated cellophane is now being used successfully in regular production:

1. Pickles in brine. The pouch-type package is used with ½6-in. to ½-in. heat seals on both sides and with a folded-over bottom. The grade used for this application is Polycel A-25. Several million bags have now been used successfully in this application. In one particular case, the first 250,000 bags used for pickles in brine were carefully examined not only in the packaging plant, but also in the retail outlets. With this close inspection, 15 leakers were found out of 250,000 liquid packages.

2. Other liquid applications. Polyethylene-coated cellophane has now been used successfully for the packaging of sausage in a liquid pack, for olives, for furniture polish and for other liquid products in small unit-type packages, including creams, oils and various emulsified products. It is also being used for the packaging of sauerkraut, which contains a considerable amount of liquid and therefore requires a leakproof bag.

3. Semi-liquids.Polyethylene-coated cellophane is now being used on such semi-liquids as cake frosting and similar viscous products. Pouch-type bags for these applications are made with a 4-in. seal on both sides and with a (This article continued on page 294)

# Flow of solids

# Experiments throw new light on behavior inside the hopper of the filling machine. By JOHN K. RUDD\*

F orces governing the flow of solids in bins, chutes and hoppers may be accurately measured. And equations for solids flow may be drawn up. These equations would be analogues of the equations for liquid flow. Thus, a packager should eventually be able to specify bins, feeders or conveyors as precisely as a process engineer does tanks, pumps or fittings.

In the meantime, investigations on the nature of solids flow conducted at the materials-handling laboratory of the Richardson Scale Co. have revealed new facts that may help the engineer design better packaging operations and improve the flow of materials in present installations. Here are a few of the findings:

1. There are fewer factors determining flow than was generally thought. The key ones are: (a) for the hopper: head, diameter, slope angle of sides and diameter of discharge opening; (b) for the material: coefficient of friction, ratio of lateral to vertical pressure, specific weight and shear strength. Temperature and moisture content may be indirectly accounted for or overlooked if the sample tested is representative of process material.

To start flow of solids in a bin, you need only consider the forces acting on a central column of material extending up from the discharge opening.

3. Material flowing from a confined area should be classified as either cohesive or non-cohesive. Flow for the two classes is so different that it can best be attacked separately as two different problems.

 There exists a minimum discharge opening for any given cohesive material in any given hopper or bin.

How will better flow of materials improve packaging and bagging operations? Better flow, which means a constant flow of material with a consistent density, will provide more accurate, high-speed bagging. A better knowledge of flow should permit operating men to know exactly how the product behaves in their filling equipment.

Today, however, little is known of such behavior. The best that can be said is that there are many theories, but that few of these theories are in agreement.

#### How findings were made

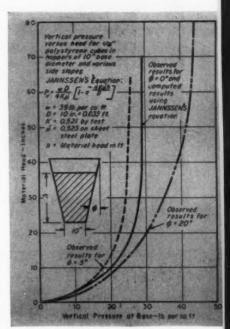
While better knowledge of materials flow should help improve storage and materials-handling equipment, a better understanding will also permit the construction of faster and more accurate weighing installations, which is of particular concern to this company.

While the information acquired through the investigations described below has added to our knowledge, we believe the data collected during these experiments will soon lead us to a general equation for solids flow. With the equation, one will be able to predict the characteristics of flow in his operation and choose conditions and equipment to obtain maximum benefit.

So far, three investigations have been made and completed at the Richardson laboratory. They include the following:

1. Measurements of pressure created by a head of material in straight and slope-sided hoppers. These tests were made primarily to check Jannssen's equation for pressure in circular, straight-sided hoppers and to see to what extent the equation applied to slope-sided hoppers.

Investigation of lateral and vertical pressures created by materials in different bin configurations. Lateral and vertical pressures, under a given head of liquid, are always equal. This is not true for solids because of friction between adjacent particles of material and cohesion of particles.



1. CURVES SHOW that Janussen's equation for determining pressure on the discharge gate of a bin holds true only for circular, straight-sided hoppers. An equation applicable to both straight and sloped sides is now in process of being evolved.

3. Investigation of the mechanics of flow. How do various materials behave when they flow from a bin? Are there any consistent patterns of flow? What effect has the geometry of the bin on discharge? What happens when material is removed from the bin while at the same time the bin is being fed?

Little has been published in the field of solids flow. There have been some experiments conducted in soil mechanics; however, these studies are not generally applicable to investigation of solids flow in confined areas.

Pertinent research on this, though, has been done by Jannssen and

<sup>&</sup>lt;sup>o</sup> Chief research engineer, Richardson Scale Co., Clifton, N. J.

# What happens when free-flowing material

2. PRIOR TO DISCHARGE of free-flowing material from a bin, the lines which are formed by layers of darker-colored material are straight and horizontal.

3. AS GATE OPENS, only material in center of bin over discharge opening starts to flow. This photograph was taken immediately on opening of the discharge gate.

Airy (1).† Both men have evolved equations for pressure exerted by material in straight-sided bins and hoppers.

Jannssen's equation:

$$P_{v} = \frac{wR}{K\mu'} \left[ 1 - e^{\frac{-K\mu'h}{R}} \right]$$

P<sub>v</sub> = pressure on base, #/ft.2

R = hydraulic radius, ft.

K = ratio of lateral & vertical pressures in bin

 $\mu'$  = coefficient of friction of material against bin wall

h = height of material in bin above base, ft.

w = specific weight of material, #/ft.3

Airy's equation:

$$P_{v} = \frac{wD}{K (\mu + \mu')} \left[ 1 - \frac{\sqrt{1 + \mu^{2}}}{\sqrt{\frac{2h}{D} (\mu + \mu') + 1 - \mu\mu'}} \right]$$

D = discharge diameter

 $\mu' = \text{coefficient of friction} - \text{material}$ against bin wall

μ = coefficient of friction — material against material

First step in the investigation consisted of setting up experiments to check Jannssen's equation. We chose Jannssen's equation instead of Airy's because the basis underlying it seemed fundamentally more sound.

† Numbers in parentheses identify "References" appended.

At the same time, it is a much simpler equation to work with. These assumptions, as experimental results have since indicated, have proved to be justified.

#### Test No. 1-Jannssen's equation

To check Jannssen's equation, we built a series of small hoppers—a straight-sided hopper and hoppers having 5- and 20-deg, slopes from the vertical. A hydraulic cell was placed under the hopper at the discharge opening. Tests were run using 1/8-in. polystyrene granules, Portland cement and dry mash feed. Pressures on the full-discharge opening were determined for known heads of material in the hopper.

Results of the tests with the circular, straight-sided hopper checked with theoretical values obtained from Jannssen's equation. But they also indicated that Jannssen's equation did not apply for slope-sided hoppers.

Our principal interest in these and subsequent investigations was in the hard-to-handle materials. There is no real problem in handling dry free-flowing materials. However, we investigated non-cohesive materials to permit us to make comparisons and to see if an understanding of non-

cohesive materials would lead to a better understanding of the cohesive solids.

#### Test No. 2- $P_1/P_y = K = ?$

After preliminary tests were concluded, we felt a more general equation than Jannssen's could be written. This equation would apply to slope-sided as well as straight-sided hoppers. However, first K (ratio of lateral to vertical pressure of the confined solid) would have to be found for the materials undergoing test.

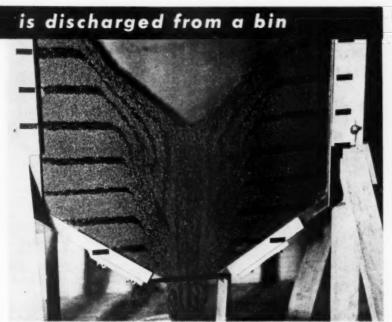
K has a theoretical basis as shown by Rankine (2):

$$K = \frac{1 - \text{sine } \infty}{1 + \text{sine } \infty}$$

$$\infty = \text{angle of repose}$$

However, this applies only for materials in an unconfined condition. To date, only a few values of K for confined materials have been determined and published, and those by Jannssen for dry grains.

To get values for K we had to design a testing machine and run our own determinations. The device, which we called a K-determinator, consists of a tank into which is placed a cylinder whose walls are made of extremely thin flexible rubber and whose ends are rigid.



4. AS FLOW CONTINUES, flow is still taking place largely from the central column, but upper surface is flowing into the central column. Angle of slide here is not equal to the angle of repose.

Using cohesive and non-cohesive materials, we made several studies of flow behavior with several bin configurations. For close observation, slow-motion pictures were taken of the flow of material from the bin.

Results of these tests indicate that:

 A central column of flow exists above the discharge opening and is as wide as the opening. If material was being put into the bin at the same rate as it was being withdrawn, material outside the area of the central column consequently would remain static.

2. Material flows into the centralcolumn area as soon as the central column is discharged (Fig. 3).

3. With cohesive materials, a central "plug" moves out when the discharge gate is opened and may leave a rat hole (Fig. 5). To get further flow in this case requires rapping or hammering on the bin.

#### What has yet to be done

Flow, we believe, occurs when a stress is set up that overcomes the (This article continued on page 312)

A sample of material is placed in the cylinder and the cylinder installed in the tank. A given pressure is then established inside the tank, creating a known lateral pressure on the sample. A vertical pressure then is applied by a piston on top of the cylindrical sample.

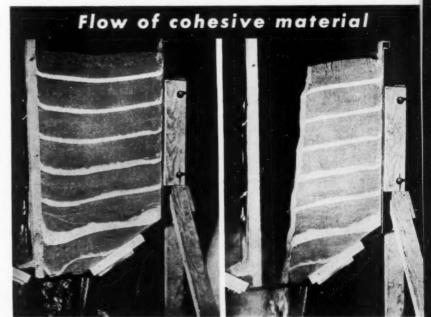
Vertical pressure is increased until the rubber walls start to give way. At this point, the vertical and lateral components have been determined. Thus, P<sub>1</sub>/P<sub>2</sub> equals K.

We have found that K varies with height of material in the hopper and the diameter of the hopper. Therefore, in determining K, we choose the height-to-diameter ratio of the test cylinder to comply with the hopper configuration under investigation.

Right now, with the values of K determined, we are able to check test results with theoretical figures and to chart test and theoretical curves (Fig. 1). From this data, we are confident that a general equation can be evolved.

#### Test No. 3-flow inside bins

To study flow inside bins, a bin cross-section was built with a plateglass front, metal back and with an adjustable discharge opening and tapering lower sides.



5. PRODUCT STARTS to flow as indicated by changes in the lower of the horizontal lines formed by lighter-colored material in this glass-sided experimental hopper. Flow stops after the central column has moved out. It left as a plug, leaving this "rat hole." Rapping on the bin was required to get the remainder of this cohesive material to move out. Tests have indicated that the key design feature governing flow is the size of the discharge opening in relation to proportions of the rest of the bin. The photograph at the left shows material before the discharge. The illustration at the right was taken immediately after the central column moved out.

# Photo stencils for



1. NEW-TYPE SILK-SCREEN stencil ready for printing. Made from special photographic film by a transfer process, it can be made by anyone capable of taking and developing a photograph and offers detail which is comparable to that of engraving and lithographic processes.

A new photographic method of making screen stencils has interesting possibilities in the decoration and identification of packaging materials. The Eastman process employs a photographic material, termed Kodak Ektagraph film, which is converted into a stencil having the fidelity of detail generally associated with photography. After the stencil is placed on a silk or wire screen, it can be printed with appropriate inks on a variety of surfaces by conventional screen-printing techniques.

The importance of the development lies in its practical usefulness in screen-process printing. In the past, the bulk of the screen work has been limited to stencils hand cut by skilled craftsmen. Some excellent work has been done by experienced workers with photo stencils of bichromated gelatin, but the trade as a whole has not mastered the art. The fundamental value of the new method, therefore,

lies in the fact that it greatly broadens the opportunities and possibilities for screen-process printing, both in terms of the variety of copy which it can handle and the ease with which the copy is reproduced.

The reasons why this development holds promise of revolutionizing the techniques of screen printing are these:

 It is a process that anyone with only a few dollars worth of equipment and very little training can utilize to produce results which are the equal of or superior to any screen-process work which has ever been produced heretofore.

2. It is a completely predictable medium, of great flexibility, which can be depended upon to produce consistently superior results regardless of humidity or other conditions which presently force suspension of operations with other processes.

 It reduces the application of photography—with all of photography's faithful adherence to line and tone—to its simplest possible terms and translates the fidelity of detail inherent in the engraving and lithographic processes into screen-process operations.

#### Development of film

The Ektagraph process had its beginning in the Research Laboratories of the Eastman Kodak Co. when the company decided that what it had learned about the application of photography to reproduction processes could advantageously be applied to the screen-process field.

In setting up the specifications for a photo-stencil film, Kodak scientists gave consideration not only to technical perfection, but also to economy and simplicity of operation. They noted that it is necessary for a photographic film to maintain its usefulness over a long period, frequently under adverse storage conditions. Bichromated films, such as those which screen-process printers have been using, will not do this and are almost always sensitized by the customer at the time of use. This, our scientists felt, was not only a nuisance, but also resulted in considerable variation and seemed to be the main reason why so many screen printers have been discouraged in making photo stencils. On the other hand, the widespread and successful use of silver emulsions in all phases of modern photography has been due in a large degree to their dependable uniformity under extreme conditions. It was almost axiomatic, therefore, that the new photo stencil should be silver sensitized.

One good point about bichromated gelatin, however, is that it has a very low photographic speed and can safely be handled in subdued light without danger of premature exposure. Normally, a high-intensity carbon are lamp, burning about 2 ft. from the film for several minutes, is the exposure required when making a stencil. Silver emulsions, on the other hand, usually require darkroom handling. But since screen printers are not generally equipped for darkroom operations, it was felt that the new photo-stencil film should also be designed for safe handling in subdued

Manufacturing Experiments Division, Eastman Kodak Co., Rochester, N.Y.

# screen printing

New simple and flexible process offers broad opportunities for package decoration with photographic fidelity. By T. H. FARRELL\*

tungsten light. We felt that this could be done without sacrificing the photographic speed to a point where it was necessary to require the use of expensive arc lamps. The emulsion makers were able to fix the speed so that the film could be safely handled in subdued tungsten light and yet be adequately exposed in 30 sec. with a common, inexpensive, photoflood bulb.

A third point which was the subject of much thought was the hardening process which must take place in the exposed areas if the relief image which is necessary to produce a photographic stencil is to be achieved. This is critical since, after hardening, the unexposed and unhardened areas of such photographic stencils are customarily washed away in warm water, leaving the image which, when placed on the screen, acts as a resist during printing.

This hardening action on the gelatin is customarily produced in photographic stencils by developing the film in a special tanning developer. But developers of this type are very unstable and ordinarily must be mixed just prior to development—becoming worthless only a few minutes after mixing.

With Kodak Ektagraph film this problem was overcome by including the developing agent in the emulsion. Tanning development is thus brought about by immersion of the exposed film in a mildly alkaline bath called the activator. Under these conditions, the activator not only is stable, but



2. PRINTED by the new silk-screen process, these polyethylene plastic bottles show the fine detail which is inherent in the process.



COLORFUL DECORATION
on transparent box top of semirigid plastic sheet. Process is
capable of fine line and halftone
in black-and-white and color.



4. PRINTED AREA of box top doubled over contrasts printed and transparent sections.

#### Steps in 20-minute production of a silk screen



5. EXPOSURE of the image to the new Kodak Ektagraph film is made through the back of the film.



 LIGHT is provided by one inexpensive photoflood lamp for 30 sec.



7. FILM IS DEVELOPED in special activator solution which activates self-developing emulsion in 1 to 1½ min. Two 30-sec. stop baths follow.



10. SILK SCREEN, stretched on frame, is placed frame side up on the stencil and dried. To insure perfect adherence of wet silk to wet stencil, it is best to weight the frame.



11. WITH STENCIL ADHERED to silk, the excess moisture is blotted up gently with paper toweling. Infra-red lamps and a fan complete the drying.

has a capacity surpassing that of most photographic developers.

Coincident with that problem was the question of washing away the unhardened gelatin in warm water. With bichromate hardened stencils this is often critical, but in the concept of Kodak Ektagraph film it was felt that this could be improved. As a result, Ektagraph film has been designed to withstand a vigorous spray of water without damage to the stencil. Although the washed-out stencil should not be abused by rough handling, it is rugged enough to be subjected to hot-air drying. The stencil is generally dried in contact with the screen, but Ektagraph stencils may be dried and stored on film if convenience dictates. At the appropriate time, such stencils can be resoaked in water and placed on the screen

To secure suitable adhesion of the sensitive emulsion to the film base both prior to and during processing,

and yet to strip away the film base from the dried stencil, was another problem that required considerable thought. It was solved by providing a stripping solvent which, when applied to the dried stencil, readily permits the necessary stripping away of the film base.

Another consideration of practical importance to the screen-process printer is the removal of the stencil so that the screen may be salvaged after the run has been completed. Often the labor of cleaning is hardly worth the effort involved in reclaiming the screen. The new film is of such a nature, however, that through the use of a recommended bath to solubilize the gelatin, the screen may be cleaned with a minimum of effort.

#### Steps in process

The new process, therefore, has been designed—insofar as science presently permits—to meet the specific needs of the screen-process printing field and to produce consistently superior results with a minimum of effort. It works in the following manner:

1. Ektagraph film is exposed from the base side by contact printing the copy in the form of a transparent positive. The exposure is approximately 30 sec. with an ordinary reflector flood bulb at a distance of 3 ft. for 8-by-10-in. stencils. For larger stencils the distance must be increased to insure uniform illumination.

2. The exposed film is processed in three solutions which are made up from the Kodak Ektagraph Processing Kit. Development and tanning of the photographic image is completed in the first solution after one minute. The film is then placed in the second and third solutions for one-half minute each to stop any further photographic action and to condition the film for wash off.

#### by photographic-film process



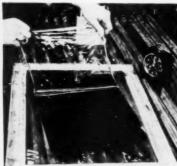
is used to wash off the non-hardened portions of the developing emulsion from the film.



9. TRANSFER of the photographic stencil to the silk screen, as shown above, then takes place.



12. AFTER DRYING, special stripping solution is applied liberally to both sides of the mounted stencil.



13. FILM IS STRIPPED from stencil, blocked out and is ready for printing as shown in Fig. 1.

3. The processed film is washed with a spray of warm water (90 to 100 deg. F.) for approximately one minute, leaving a gelatin relief of the exposed

4. This is dried in intimate contact with a well-cleaned screen.

5. When dry, the Kodak Ektagraph Stripping Solvent is applied to both the screen side and the opposite side of the Ektagraph stencil and after three minutes the film base is stripped away and discarded.

6. The completed stencil is now ready for routine methods of blocking out the margins and printing.

For most copy reproduced by screen process, stencil quality has been the limiting factor in print quality. Ektagraph stencils reproduce not only the usual type of copy, but also fine line and halftones, both black and white and full color. With the latter copy in particular, stencil quality no longer is the limiting factor, but rather type and formulation of ink, mesh and quality of silk, squeegee sharpness, printing surface and screening techniques are the controlling factors.

#### Line and halftone

The preparation of copy for Ektagraph film offers opportunities in screen-process work similar to those in other fields of photomechanical reproduction. Line work may be drawn with opaque ink on transparent sheeting, but it is preferable to make a transparent photographic positive on a high-contrast material such as Kodalith film. Of course, pictorial subjects must be broken up into halftone patterns. This can be done by photographing a continuous tone or ordinary picture through a halftone screen, using methods similar to those of the photolithographer. If these techniques are unfamiliar, it is advisable to purchase the desired halftone from a qualified operator.

Although Ektagraph stencils can be made from halftones of 100 lines to the inch, such halftones are impractical to print. Sixty-line halftones are to be recommended as the practical maximum and it is preferable to use 40-line unless there is good reason for doing otherwise. In screen-process halftone work, the screen mesh and the halftone pattern may form interference patterns called moire. This can be avoided when laying the stencil on the screen by rotating the halftone stencil with respect to the screen until the pattern is at a minimum or

disappears.

In the printing of full-color prints in three or four colors, moire must be anticipated at the time the picture is broken up into halftones. Each of the color-separation negatives must be angled with respect to each other and to the screen to avoid the interference pattern. This sounds more complicated than it is in practice because standard angles can be established for any given set-up. For instance, when using a 60line halftone screen with a 16XX mesh silk screen, a camera angle of 11 deg. for the blue printer, 56 deg. for the red printer, 33 deg. for the yellow printer and 78 deg. for the black printer will permit all the stencils to be placed squarely on the screen and printed without objectionable interference. Making full-color silk-screen prints in three or four colors, of course, requires inks of suitable color and a method of registration. With these exceptions, color prints are no more difficult to screen print than black and white.

#### Applications

It will undoubtedly be some time before screen printers as a whole acquire the photographic background and solve the printing problems which will enable them to utilize fully the potential of Ektagraph film. But Ektagraph film can be used right now for the simpler work to great advantage. Line and halftone stencils individually and in combination have been used in the trade for long-run printing.

Among the applications which have already been made of Ektagraph film are sample package production by a few companies; the screen printing of an entire carload of more than 26,000 milk bottles with a single Ektagraph stencil; and the labeling of a number of small bottles for pharmaceutical work where the small size and (This article continued on page 307)

# Questions & Answers

This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 575 Madison Ave., New York 22, N. Y. Your name or other identification will not appear with any published answer.

#### Bag to protect cookies

QUESTION: We have a custom:r who desires to sell cookies in small transparent bags. These packages are to be offered in open wire racks and it is of vital importance to maintain as long as possible the crispness and freshness of the cookies. What easily printed and fabricated materials can be used to protect the product?

ANSWER: A duplex cellophane bag is probably the best answer to your customer's problem. The outer ply of moistureproof cellophane can be printed in multicolor by several different processes. The inner ply should be unprinted moisture proof cellophane and the two sheets run through your bag machine, making separate back seams. The bottom construction can be heat sealed or turned up with an adhesive. After filling, the bag can be closed by heat sealing. The two plys of moisture proof cellophane should provide excellent moisture proofness. Also the duplex cellophane construction should be strong enough to resist package breakage in handling.

#### Hypochlorite storage tests

QUESTION: We would appreciate receiving any available references or reprints which show the correlation between accelerated high-temperature storage tests and normal shelf-life tests on hypochlorites. We are interested in information on similar bleach chemicals packaged for either industrial or household use.

ANSWER: There is very little published data on the correlation between accelerated laboratory storage tests and the normal shelf life of packaged materials of any type. Most companies use accelerated laboratory tests to evaluate packages of different materials and constructions, and use as

a control a package which has known commercial experience. These data are useful in comparing the performance of the special samples against the standard. If a product is hygroscopic and affected by moisture, then a laboratory test condition of 100 deg. F. and 90% r.h. will show the comparative protective qualities of different packages. If the product loses moisture or is affected by drying out, then the laboratory test condition can be 100 deg. F. and about 35% r.h.

Field tests are very tedious and expensive and often results are inconclusive because of variations in local weather conditions and the type of exposure samples are given in the field. It is impossible to use a laboratory test as a basis for predicting shelf life in any given locality. Accelerated laboratory storage tests are useful in comparing the relative protective qualities of different packages, but great caution must be used in attempting to translate this into shelf life in a given area.

#### Product adhesion to drum liners

QUESTION: We manufacture a product which is of plastic consistency and is used for human consumption. We pack it in 55-gal. steel drums which hold 500 lbs. net. The inner coating of the steel drums which we are able to buy is not entirely satisfactory, as it sometimes peels off or cracks. Because of this we have been using polyethylene liners inside the drums, which over the years have given us excellent sanitary protection. These liners have a tailored bottom so that they fit the drums exactly and are made of 0.004-in. polyethylene. These liners have one serious drawback: the product sticks to them so that it is hard to get the last 50 lbs. out of the drum. Furthermore, unless you put the liner through a

wringer between 2 to 5 lbs. of the product in each drum are lost, as it cannot be scraped off the liners.

We are wondering whether you know of any material which could be used for liners and which does not have this drawback. Perhaps there is some specially treated polyethylene which presents a smoother surface, or perhaps a heavy cellophane or other material might be suitable.

ANSWER: A dense plastic and sticky product will firmly adhere to any liner material after shipping, handling and storage for long periods of time. If your product would partially melt at moderate temperatures, the drum could be held in a hot room for a short time and the product easily dumped or scraped out. Another method would be to secure the liner around the outside edge of the drum and scrape it out with a suitably shaped wooden tool.

Cellophane is not recommended because of its low tear strength and limited stretch. Pieces of cellophane could not be seen and would be included in your customer's finished product. Many other completely transparent films with much lower durability than polyethylene would give the same breakage troubles.

One possible answer would be the use of much thicker polyethylene, say 0.008 in, in thickness. This heavy liner would tend to wrinkle much less than your present liner and be easier to scrape clean of product.

The surface of polyethylene films, as they are presently produced, is extremely smooth and resistant to adhesion or chemical attack at normal temperatures. The use of surface coatings is not recommended because it is doubtful if they could solve the problem of adhesion of the product and they probably would introduce a product-contamination problem.

# Favorable sales experience for Oelerich & Berry

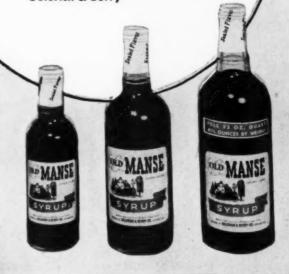
using DU PONT CEL-O-SEAL

REG U.S PAT. OFF.

"We originally started using
Du Pont 'Cel-O-Seal' bands on
our quart package only. After three
years, the sales experience was so favorable that we extended our usage to
two other sizes. Printing the words 'Sealed

Flavor' has given us even greater merchandising value at the point of sale"—

says Mr. Francis J. Oelerich, Vice-President in Charge of Sales, Oelerich & Berry



**EYE-CATCHING.** "Cel-O-Seal" bands can give you a self-selling package, too! These colorful bands, printed with your brand name or sales message, can be an attractive label or secondary closure—or both. Investigate the extra profit possibilities of "Cel-O-Seal" on your package.

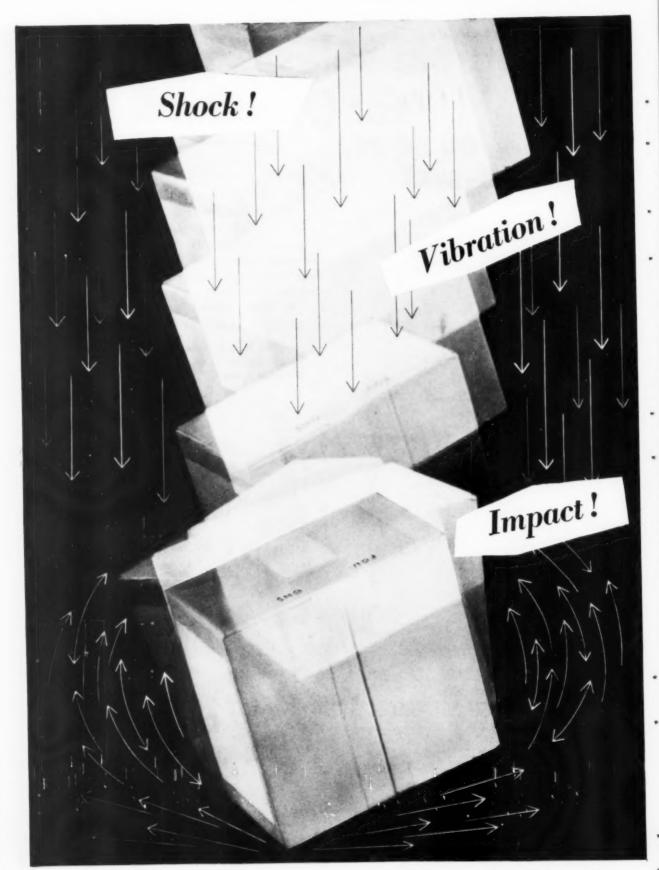
FREE PACKAGING SERVICE: See what "Cel-O-Seal" does for your products. Send in your package. Our packaging experts will band it, make recommendations, return it for your inspection. Write: "Cel-O-Seal" Section, E. I. du Pont de Nemours & Co. (Inc.), 9529-A Nemours Bldg., Wilmington 98, Del. "Cel-O-Seal" cellulose bands are also sold by Armstrong

Cel-O-Seal cellulose bands are also sold by Armstrong Cork Co., Lancaster, Pa., and on the West Coast by I. F. Schnier Co., San Francisco, Calif. DU PONT CEL-O-SEAL BANDS

REG. U.S. PAT. OFF



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY





# no damage . . . with Hairflex protection!

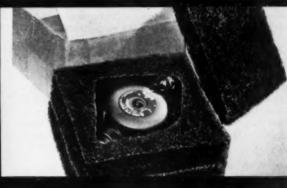
Hairflex keeps your product safe. It's the pillowed packaging material that prevents breakage by floating your product within a cushion! The cushion is a combination of light Hairflex pads—lively curled hairs locked in rubber. Hairflex pads resist shock and keep out moisture and dust—that's why Hairflex has been selected to protect fragile U.S. military instruments.

No matter what shape your product is—square, round, or irregular—we will die-cut Hairflex pads to fit. And no matter how fragile it is, Hairflex will guarantee safe delivery.

You can see below how easy it is to use Hairflex. It cuts time and labor in your shipping room, saves money because it protects shipments, and keeps your product safe!



Here's how Hairflex protects a fragile instrument! Three pads of soft, strong Hairflex are used. The center pad is die-cut for you in our factory to fit the product. The top and bottom pads keep the product safe and secure in its Hairflex cushion.



All you do is assemble—and ship!
Your product is safely on its way to your customer. No breakage, no repair bills, no complaints. If you want real protection for your product—Hairflex protection—send the coupon today.

Meet us at the Packaging Show!

Atlantic City Convention Hall

April 5-8, Booth 1414



Armour and Company . North Benton Road . Alliance, Ohio

| Mail                         | this coupon today!   |
|------------------------------|--|
| ARMOUR AND<br>North Benton R | COMPANY<br>oad • Alliance, Ohio  |
| Please send me:              | ☐ A Free Sample of Hairflex☐ Prices and Specifications☐ Booklet—"Pillowed Packaging" |
| Name                         | Title  |
|                              |  |
| Firm                         |  |
| FirmAddress                  |  |
|                              | ZoneState  |

# Equipment and materials

#### TWO NEW MACHINES

have been announced by Arthur Colton Co., Div. Snyder Tool & Engineering Co., 3400 E. Lafayette Ave., Detroit. One is the Colton strip-packaging machine and the other is the Colton No.



126 multiple filler with indexing conveyor. The strip-packaging machine is designed for high speed, individual wrapping of small objects, including pharmaceutical tablets, using heat - sealable packaging materials. The filler unit is intended for line production use to take small bottles, jars or vials from a standard line, index them into position

for filling four, six or eight containers at a time and then releasing them to an outgoing conveyor. According to the manufacturer, it is designed for accurate metering of the product, including pharmaceutical liquids, paints, water colors and so on.

#### A NEW VACUUM CAP FOR CATSUP PACKAGES

known as the Anchorvac Dualseal, introduced by the Anchor Hocking Glass Corp., Lancaster, Ohio, is said to be highly effective in preventing black-neck. It is a one-piece hermetic closure. Its over-all rubber sealing gasket (no paper liner is needed) is permanently molded under extreme pressure at high temperature to the inside surface of the cap panel and down



the skirt to a point well below the side sealing area. The rubber gasket is bonded so tightly to the metal, the company reports, that it becomes an integral part of it, impossible to remove. Thus, leakage between gasket and cap is said to be positively climinated in one of the

three areas where oxygen frequently enters catsup packages sealed with ordinary caps. The gasket is extremely dense, giving it high resistance against the passage of air, eliminating another common cause of leakage. When the cap is applied, sealing pressure tailor-molds the pliable rubber gasket under and around the bead, across the top and into the radius of the bottleneck opening, thus effecting a triple seal, which eliminates leakage between bottle finish and the gasket. The cap is easily and quickly removable and reseals tightly with slight pressure.

#### A NEW AEROSOL VALVE DEVELOPMENT

that permits parcel post mailing of approved aerosol products has been announced by The Dill Mfg. Co., 700 E. 82 St., Cleveland 3, Ohio. The valve has the approval of the Post Office Department, according to the supplier. The new valve principle incorporates a safety-relief fusible plug to guard against the possibility of can explosions in transit. Approval of this valve opens up cheaper means of distribution for aerosol products. The manufacturer will assist users in obtaining Post Office approvals for their products.

#### A NEW POLY CONE LINER FOR PLASTIC SCREW CAPS

introduced by The Poly-Seal Corp., 405 Lexington Ave., New York 17, under the trade name Poly-seal is reported to climinate leakage, evaporation, contamination, binding and back-off. It is designed to withstand impact, stretch and torque of high-speed capping machines and to overcome pumping action of liquids due to atmospheric pressures or temperature changes. The locked-in tension of the cone liner is said to overcome faults inherent in disk-type liners. Several years of laboratory research preceded the introduction of this new closure,





. Closure in open position.



Closure in fully seated position

which has been satisfactorily tested according to Packaging Institute Test Procedures, according to the company. As the closure is applied, the polyethylene liner gradually spreads and takes the shape of the container finish. This gradual and controlled conformation results in the sealing surfaces bearing down and conforming to the horizontal surfaces of the finish of the container, as well as the slope of the vertical. A vertical center sleeve, which is an integral part of the polyethylene cone, fits over a pin molded into the plastic cap, locking permanently and acting as a stand-off to limit the extent of deformation. The closure can be designed to fit finishes from 15 mm. up to large jar sizes, in a wide range of colors, for glass, metal or plastic containers.

Illustrated above are cross-section drawings of the closure in open and fully seated positions, as well as a photograph showing cap and liner assembled and unassembled.

#### NEW HYDRAULIC STRETCHING AND SEALING TOOLS

for centralized package strapping have been developed by the Acme Steel Co., 2840 Archer Ave., Chicago 8. The equipment includes a power unit, hydraulic stretcher and sealer, and electrically powered band dispenser. Outstanding features of the new tools are the reduction in operator fatigue made possible by



power operation and the stretcher design which permits use of strapping directly from the coil rather than in cut lengths, which is said to result in a reduction of strapping consumption of approximately 10%. Strapping tension remains uniform, according to the supplier, and can be adjusted to meet requirements. The equipment was developed for strapping flat sheet metal. The strapping station is intended to be part of a conveyorized materials-handling system co-



#### full range of sizes

The CMV takes the flat carton (reverse or airplane tuck) from magazine, opens the carton, tucks bottom flaps, conveys the open carton past manual loading stations, tucks top flaps and delivers the loaded carton. The new CMV is fully adjustable within the following ranges:

MODEL 4 —  $\frac{1}{2}$  x  $\frac{3}{4}$  x 2 $\frac{1}{4}$  inches up to 2 $\frac{1}{4}$  x 3 $\frac{1}{4}$  x 8 inches

MODEL  $5-\% \times 1 \times 2^{1}\%$  inches up to  $4 \times 4 \times 9$  inches

Change over to different sizes is made in mere minutes — without special tools or skills.

IN THE THREE YEARS SINCE IT WAS INTRODUCED, the CMV has established an enviable record of versatility, efficiency and reliability. Retaining all the features which have made it the choice of scores of users, the *new* CMV offers these additional important advantages:

#### More operator space

By utilizing both sides of the machine, 5 operators may be used for higher speeds with multi-piece loads.

#### Less floor space

Measuring only 11 x 5 feet, the new CMV may be mounted on casters for ready portability from one line to another.

#### Flexible, straight-line infeed and discharge

Independently driven conveyors are available for infeed thru center, or along one or both sides of machine. Discharge conveyor can be lengthened to serve as packing belt.

R. A. COMPANY, INC.

JONES cartoning engineers are always available to help work out the FASTEST, most ECONOMI-CAL, most DEPENDABLE cartoning production line for YOU.

P. O. BOX 2055, CINCINNATI, OHIO

You are invited to BOOTH 254 AT THE NPE SHOW APRIL 5-8, ATLANTIC CITY

See the "OLIVER" Wrapper ...it packages a variety of products in a wide range of sizes and shapes

### "Oliver" Wrapping Machines

The "Oliver" is made in 8 different size ranges, each having a wide capacity. They use almost all types of heat-seal materials. Their quick-adjustability is unmatched. The roll-type thermoplastic labeling system is most efficient.

### Package-Top Labeler

This "Oliver" imprints and heat-seals a label from a roll to the top side of a cardboard container or package having a uniform, firm top surface.

# Roll-Type Thermoplastic Labels

"Oliver" labels are known for their distinct beauty and fine printing. They are produced in our own modern printing plant. See the display of labels at our booth.

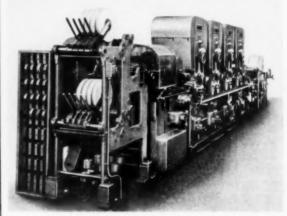


#### Equipment and materials

ordinated with production facilities. Centralized location is recommended so that packages can flow to the strapping station. The new tools are available for applying %- or 1%-in.-wide steel strapping, 0.028 to 0.035 in, thick.

#### A NEW ROLL-LABEL PRESS

which in a single operation prints, die cuts, perforates, slits and rewinds rolls of labels and tags is being offered by the Champlain Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J. Designed especially for printing labels, end seals, tax stamps, wrappers and



similar small-sized, high-volume items, the precision-engineered machine is available with roll-fed flexographic or rotogravure printing units. The die-cutting section receives the web as it leaves the printing unit and is available in two models. Model E cutters are bed mounted and extremely fast, handling up to 350 impressions per minute at a maximum cutting load of 1,000 lbs. The Model S, floor mounted for heavy duty, handles 220 impressions per minute at 25,000 lbs. maximum load. A special heavy-duty model, the HDS-20, has a load capacity of 30,000 lbs. and a maximum speed of 200 strokes per minute. These die cutters also may be used with pre-printed webs, in which case a reel carrier and electronically controlled feed mechanism are available. Multiple-spindle or double-shaft rewinds can be had.

#### A NEW HIGH-ACCURACY PROPELLANT LOADER

for manufacturers of aerosol-dispensed products has been announced by the Oil Equipment Laboratories, Inc., Elizabeth, N. J., manufacturers of the Pres-O aerosol valves. Up to 10,000



containers per day, per head, can be loaded with a high degree of accuracy, a propellant loss of less than 2% and a reduction in loading costs, according to the company. The machine is compact, light and portable, the individual unit requiring only about 15 sq. in. of space. It may be used in conjunction with a conventional liquid filler and operates on 110-volt, 60-cycle current and an air hose carrying 100 lbs. pressure. The machinery has been in successful use for some time for foam we stand "4 high" with our customers



Consideration

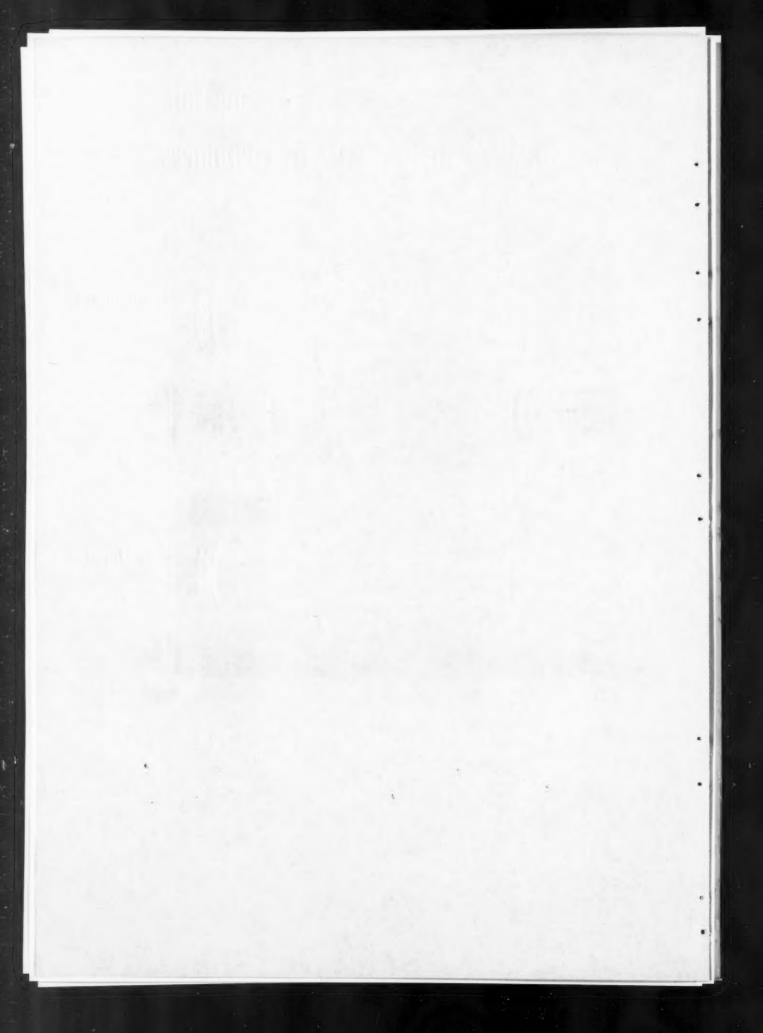
Cooperation

Control

Confidence

Acuminan Foils, inc.



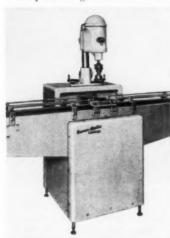


#### Equipment and materials

products, the manufacturer reports, and extensive tests for large spray containers holding more than 300 gms. of propellant have been made in the plant of a large aerosol producer who reports highly satisfactory results.

#### NEW AUTOMATIC-FEED CAPPING EQUIPMENT

recently introduced by W. H. Swanson & Co., Wilmette, Ill., offers quick change-over from one size of container cap setting



to another size. The change-over is said to be accomplished in a few minutes with no change of parts for average-type containers, with application of proper-size cap driver. The new Swan-Matic Model 53-CF contains a capping unit mounted on an enameled stand with a conveyor unit having two-way adjustrail container guards. Variable-speed capping up to 60 containers per minute is reported, with instant fingertip adjustment control possible during op-

eration of the machine. Height adjustment of the capping head is actuated by a hand wheel on the column base and secured by the column base double-acting lock.

#### A NEW LABELER DEVELOPMENT

in the Nelson Auto Feed F-5 enables the machine to handle embossed labels, according to the Nelson Label Machine Corp.,



679 Frelinghuysen Ave., Newark 2, N. J., makers of the machine. A semi-automatic labeler, the Nelson F-5 applies adhesive to labels individually fed from a stack. Standard feeding equipment includes right and left levers. The feed finger can be micrometically adjusted to handle labels as fine as 0.002 in. thick, it is reported. It handles

label widths from ½ to 5 in., in lengths from 2 in. up.

#### GREASEPROOF COATING OF PAPER AND BOARD

employing a plastisol has been announced by the Federal Chemicals Corp., a subsidiary of Federal Adhesives Corp., 210 Wythe Ave., Brooklyn 11. This development enables the plastisol to be applied to the board by conventional means and the coated board is immediately run through a heating zone, which may be infra-red, heating tunnel, etc. The heat instantly fuses the plastisol to a clear, continuous film of the highest grease-proof qualities, according to the company.

Two synthetic latex adhesives suitable for food-packaging materials have been developed by the Federal Latex Div. of Federal Adhesives Corp. Pliofilm Adhesive #55 is an aqueous adhesive of a synthetic latex base designed for adhering Pliofilm and saran to paper and board. It is said to have excellent machining qualities and to give a smooth, non-wrinkling bond. Vinyl Adhesive #80 is reported to give permanent adhesion





It's easy, fast and accurate with

# WHIZ-PACKER NET WEIGHING MACHINERY

First let us "level" on two points:

"Hard to Fill" products such as potato chips, crackers, pretzels, noodles, macaroni, candies, twist wraps, hardware, small produce etc., have been a tough packaging problem—until

Whiz-Packer came up with the right solution—its Net Weighing Equipment in three available models.



See Whiz-Packers in Action Booths 536 and 540 National Packaging Exposition Atlantic City — April 5-8

RAZIER & SON

(20-01) Industrial West—Allwood, Clifton, N. J.

WESTERN STATES. Empire Pedaging Machinery, Inc., Oakland, Gallernia MIGNESTERN & SOUTHERN STATES Miller Wropeing and Scaling Machine Co., Chicago, III. CARADIJAN — Plain Sales Cometers, Toronia, Ganada & Espert — The Este Company, Inc., New York, N. Y

#### Equipment and materials

between vinyl chloride films and paper, board, cloth and wood. It is especially suited for use with plasticized vinyl films and is not affected by plasticizer migration, therefore producing a permanent bond, it is claimed.

#### A NEWLY DEVELOPED SPOT COATER

recently announced by the International Paper Box Machine Co., 315 Main St., Nashua, N. H., is reported to enable the handling of boxes heretofore difficult to glue, since the machine coats the individual box blanks and leaves the areas to be glued free of any coating materials. This new concept in coated-box



production, the company reports, represents years of research and engineering. In operation, this new model PL machine feeds the individual box blank, timed or untimed, through a top feed and the coating method permits a combination of over-all or spot coating to one or both sides of the blank, whereupon the boxes are delivered on an apron and individually stacked after being counted. Its mechanical construction includes: individual tank suspension, thermostatic control to insure proper temperature application, combination means for applying overall or spot coatings and full accessibility for maintenance.

The company also announces the development of a new Model 4W dewaxer for box blanks having a very heavy coating of protective wax material. The unit has a wide size range and is designed to operate at speeds of 125 pieces per minute.

#### A NEW ALL-ALUMINUM FOIL CONTAINER

for products that require a deeper, more rigid foil package has been introduced by the Basca Mfg. Co., 2222 N. Olney St., Indianapolis, Ind. Called "Bascal Pack," it is made of finished

heavy aluminum foil, deep formed and ribbed for extra strength and rigidity. Inexpensive standard capping equipment crimps the formed closure over the rolled edge of the container to provide a liquid-tight seal, according to the supplier. Cover caps can be imprinted in one or



two colors. Bascal Pack is recommended by the manufacturer for all types of frozen foods, pre-cooked foods, processed foods and any solid pack. The containers come in two sizes.

#### A NEW CARTON TAPER

that delivers any two pre-set lengths of gummed tape accurately measured and moistened with warm water has been announced by the Marsh Stencil Machine Co., Belleville, Ill. This machine, called the Twin Taper, operates at a light touch of the finger on the twin operating buttons. Twin selector arms set any two lengths of tape from 3 to 72 in., adjustable to fractions. There are also twin plug-ins for one or two foot controls or for



# BERLES CARTONS FOR EVERY NEED









OUR PAPERBOARD MILL



OUR FOLDING BOX PLANT

You can count on Berles to mass produce sales-appealing cartons for every use... because Berles has the know-how... because Berles has the equipment — modern, high-speed printing and die cutting machines, with the largest, most versatile gluing, waxing and finishing department in the East.

You can count on Berles for dependable service... because the entire operation is under direct Berles control, including our own large capacity paperboard mill, to insure on-time delivery.

#### Call Berles for:

- Folding paper boxes and display cartons
- Food carton specialties
- Cellophane window cartons for fruits, vegetables, etc.
- Maisture and greaseproof cartons for the baking industry
- Paraifined cartons for frozen foods, ice cream, etc.
- Protective cartons for general merchandise, toys, hardware, etc.

# BERLES CARTON CO., Inc.

New York: CHickering 4-3983



You can save money by wrapping your ferrous metal parts and products in new Cromwell Ferro-Pak. This improved volatile rust inhibitor paper seals out rust indefinitely with an inhibitor vapor... and does away with messy, time-consuming greasing and de-greasing. This means you can bag or wrap your product in a matter of seconds and ship it in cheaper, lighter weight containers for a fraction of what it costs to ship grease-packed items. Use Ferro-Pak in the plant, too, for tote box liners, covering work in process, protecting machinery.

Ferro-Pak is produced in compliance with Military Packaging Specification MIL-P-3420. Available in rolls, sheets, bags, pouches, shrouds. Sold by leading paper houses.

#### Only Ferro-Pak gives you these advantages:

- inhibitor applied equally to both sides of paper . . . ideal for use in interleaving
- compatible with oil . . . no need to wipe off lubricants before wrapping
- low cost . . . saves many dollars

To get the full story of the big savings and increased efficiency that go with using Ferro-Pak, write an your latterhead or return coupon today.



|              | per Company                            |
|--------------|--|
| 4805 South \ | hipple Street, Chicago 32, Illinois    |
| Send samples | and complete information on Ferro-Pak. |
| Name         |  |
| Firm         |  |
| Type of Proc | ucts                                   |
| Address      |  |
| City & State |  |

#### Equipment and materials

remote controls, which may be used in place of or with the twin operating buttons. Tape 1 to 3 in. wide, on rolls up to 9 in. in diameter may be used. A heavy-duty stainless steel knife cuts paper, cloth or filament tape. Tape speed is reported at 3 ft. a second. The unit is 21 in. long, 9 in. wide and 12 in. high

A NEW HEAVY-DUTY MACHINE FOR PRINTING LABELS of paper or light tag stock in one color up to a new maximum size of 4% by 9 in, has been announced by the Markem Machine



Co., Keene, N. H. Called the Markem Model 59A, the machine feeds stock from a roll, prints and will cut off and stack the labels or rewind them in a roll. It will handle a maximum diameter roll of 20 in. and a paper width up to 5 in. The machine has an operating speed of 50 printing strokes per minute. The company's Model which prints paper as well as fabric labels and has been marketed for several years, does not have the requirements for printing paper la-

bels of the size which the new 59A machine handles. The new machine was developed to meet this need, the company reports.

#### BOXES WITH ROUND WIRE MAILING CLIPS

can be produced by set-up box manufacturers with a new machine being offered by L. A. Sandman, Bourse Bldg., Philadelphia 6, Pa. Boxmakers formerly had to send their boxes out to



be round-wire clipped, it is said, whereas with this new machine the operation can be performed in their own shops with considerable savings in production and in time. An operator can completely clip 1,000 boxes per hour (two per box), according to the supplier. One 5-lb. coil of wire is all that is required for a half-day's run. Comparatively simple in construction, the machine is driven by a 14-

h.p. motor. In operation, a box is placed in position, a foot pedal is tripped and the operation is completed. During this operation, the machine draws the wire from the coil, feeds the proper length, cuts the wire, forms the clip, and drives and clinches the clip into the box.

#### A NEW WAX-MODIFIED GLASSINE BAG

is announced by the Dixie Wax Paper Co., P. O. Box 5116, Dallas 2, Tex. The bag is copyrighted "Super Fresheen" and is claimed to have water-vapor-transmission rates considerably lower than conventional waxed glassines, thus providing performance equal or superior to various duplex bags at significant



#### REDESIGN GIVES BOTTLE NEW "PERSONALITY"

With today's competition for shelf space, every brand needs a package that will help it stand out of the crowd. Let our package designers study your package and offer suggestions for making it do an even better selling job. For details, contact your near-by Armstrong office or write Armstrong Cork Company, Glass and Closure Division, 5403 Clay Street, Lancaster, Pa.

ARMSTRONG'S GLASS CONTAINERS

# From Start To Finish In Winding Roll-Fed Material



## Never Before Anything So Efficient • Simple • Versatile

This is your chance to obtain a higher quality of wound material than ever before—and to save substantially on operating and maintenance costs at the same time.

You've never seen anything like the Hobbs "Alquist" Winder. It's in a class by itself. No other winding device can match it for simplicity, efficiency and flexibility.

OPERATES ON A.C. Here is a squirrel cage three-phase A.C. motor, flange mounted to a gear reducer. You connect it directly to your rewind shaft. It is entirely independent of the main machine drive. You plug it into your present three-phase power outlet — no transformers or converters to bother with. Then you set a knob to the desired tension and walk away.

and walk away.

AUTOMATICALLY SENSES TORQUE From the start to the very finish of your rewind operation, the "Alquist" constantly and accurately maintains the desired tension — protects even the most delicate materials from stretching, breaking or contracting. Automatically the "Alquist" senses the increase in torque as the roll diameter builds up and it slows down the speed of the shaft in direct proportion. Constant tension can be maintained in a roll build-up of as high as 10 to 1.

ECONOMICAL, FLEXIBLE Power utilization of the "Alquist" is as high as 80%, approximately four times greater than other types of winders. Maintenance is as slight as with any normal A.C. motor — there are no brushes or tubes. The "Alquist" is compact, saves you floor space. It is clean, there are no belts to slip and stir up dirt. It is flexible — connect it directly to the rewind shaft, or remotely by chain and sprockets. And it needs no supervision, saves you labor costs.

PROVED IN PACKAGING USE The "Alquist" Winder already has been field-tested and proved in many packaging operations. You can buy an "Alquist" to handle materials of any type or weight and to meet any production requirement.

Find out for yourself just why the Hobbs "Alquist" Winder can make such a big difference - how it can give you increased production through positive quality control. Mail coupon below for free information. No obligation.

SEE THE "ALQUIST" IN ACTION BOOTH 1147 - PACKAGING SHOW

MANUEACTURING CO

|           | 27 Salisbury St., Worcester 5, Mass.                |
|-----------|---|
| 857, 1002 | Send full information on new Hobbs "Alquist" Winder |
| Name      | Title   |
| Company   |   |
| Street    |   |
| City      | Zone State  |

#### Equipment and materials

savings in cost. The bag material is a single-wall glassine with a special wax-modified coating on an improved glassine sheet of increased strength. The new bags are being used widely for the packaging of potato chips, the company says.

#### A NEW ELECTRONIC REGISTER CONTROL

and correction transmission installation designed for rapid conversion of process machinery to automatic control is being offered by Machine O'Matic, Inc., 2045 N. Hoyne Ave., Chicago 47. Although the manufacturer will supply either the electronic



equipment or the correction transmission separately, this Model 50 machine is offered as a complete "package." The electronic control detects the position of the moving work by receiving impulses from a photo-electric scanner head which picks up the change in light caused by a register mark printed on the individual repeats of the feed. Synchronization with the process is obtained by mechanically coupling a selector

switch to any shaft in positive register with the operating cycle of the machine. Thus the selector switch by controlling the action of two amplifier units continuously compares and corrects the position of each unit of the work with respect to the position of the process machine. Tolerance for correct register may be as little as 0.005 in. in some applications, it is said. Motor speed control and time control, together with a manual control station, will permit adjustments while the process is in full operation.

#### A NEW HIGH-SPEED AUTOMATIC STAPLER

that operates as rapidly as work can be fed has been announced by the Andrew Technical Service, 6972 N. Clark St., Chicago 26. Successful applications reported for the machine include bagging of potato chips, other foods and confections; packag-

ing small hardware items such as nuts, bolts, rivets, screws, washers; packaging of wearing apparel; collating sheets of instruction manuals and other operations where a hand stapler is normally used. Slight pressure of the paper against the switch arm of the machine is sufficient to actuate the unit, which can also be equipped



with a foot treadle if desired. Reported to increase production by 50%, the machine operates on 115 volts AC from any convenient outlet, is completely portable and weighs only 10 lbs. It is available with either a single head or a twin head. The twin-head machine utilizing two staplers is operated simultaneously by the same actuating switch. Twin staplers can be mounted from 2 to 12 in, apart between centers.

#### A NEW WEIGHT-CONTROL CALCULATOR

manufactured by Scale Specialties & Systems, Inc., P. O. Box 57, Roseland, N. J., automatically graphs, averages and totalizes package weights to assure simplified accurate control methods. Known as the "Datamatic," the machine graphs each test weight on a 6-in. chart; it calculates and displays group lot figures, shows the range of group lots, and its electronic counters integrate overweights and underweights in weight values and totalize the samples listed. Any check-weigh scale can be used

# IMPORTANT NAMES FOR DIVERSIFIED PACKAGES

### SHOUP-OWENS

HIGH SPEED SET-UP PAPER BOXES

### KARL VOSS CORP.



Designers and manufacturers of fine hand-made set-up paper boxes

CORYNGTON PRODUCTS CO.

FIBRE CANS . CANISTERS

SHOUP-OWENS INC.

HOBOKEN, NEW JERSEY



# CAPACITY

OPERATE UP TO 20,000 HRS.
WITHOUT MAINTENANCE

Ferguson Roller Gear Drives, designed to replace other types of indexing mechanisms, can increase packaging machinery speeds up to 200% of original capacity.

On new or existing equipment, the Ferguson Drive makes possible extreme precision without auxiliary locating mechanisms . . . it greatly reduces maintenance . . . in fact, actually works for as long as 20,000 trouble-free hours without a breakdown — Get the full details at

NATIONAL PACKAGING EXPOSITION

Drop in at Booth No. 1217 during the National Packaging Exposition, April 5-8 at Atlantic City and see the amazing Ferguson Roller Gear Drive in action.

Or write for more information:

FERGUSON MACHINE & TOOL CO.
DEPT. 45, P. O. BOX 191, ST. LOUIS 21, MO.

#### Equipment and materials

with the recorder-calculator. Samples are hand placed by a check-weigh operator and can be net or gross weighed. Any conventional-sized package can be handled.

#### A NEW FILLER DEVELOPMENT

announced by the Packer Machinery Corp., 30 Irving Pl., New York 3, is a further improvement of the company's Model SFN Foamless-Dripless Filler, which is now designed to handle



glass bottles as well as cans, in sizes ranging from quarts up to 5-gal. The model SFRT, with roller conveyor and tank, illustrated, was recently developed for use by Standard Agricultural Chemicals, Hoboken, N. J. The machine manufacturer claims that this new filler, with air valve control and roller conveyor, reduces operator fatigue and increases production efficiency.

The company has also announced improvements in its Model PNV, pushbutton controlled, pneumatic vacuum

filler with the automatic filling cycle. The equipment has been simplified so that it may at any time be converted to manual operation. It is available with six to 14 spouts and handles container sizes up to 1 gal.

#### A NEW STRIP-SEALING MACHINE

for forming, filling and sealing individual packets has been announced by the Mercury Heat Sealing Equipment Co., 331 N. 11 St., Philadelphia 7. Called the "Strip-O-Matic," the machine

with a change in the feeding mechanism can be used for such diverse products as tablets, powders, liquids or small objects such as screws or buttons. The machine aligns two strips of heat-sealing material, into which it feeds the product at a controlled rate. It heat seals the product in individual pockets on four sides one or two rows wide, then cuts off the strips at any desired length. Any heat-sealing film, foil or laminated material can be handled on the equipment, the maker reports. Individual packets can accommodate products up to 3 by 7 in. in size. Speed of operation ranges from 75 per minute for powders and dry



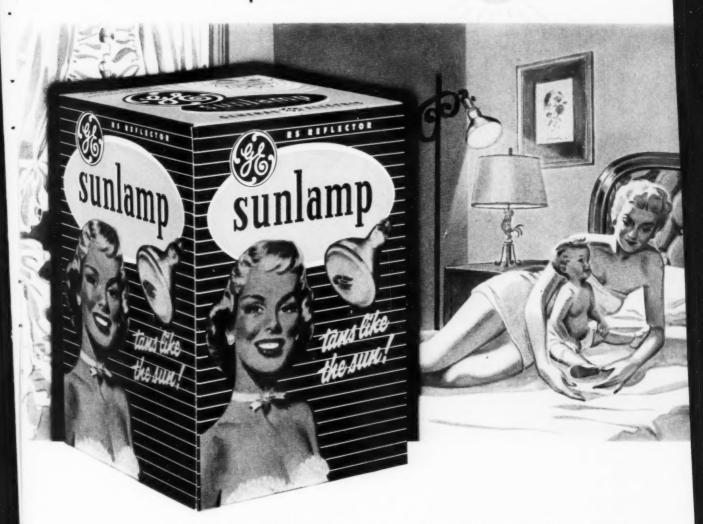
chemicals up to 375 per minute for tablets and other small articles. The machine occupies a space of about 20 by 30 in.

#### TWO NEWLY DEVELOPED TAPES

have been announced by the Permacel Tape Corp., New Brunswick, N. J. One, a clear acetate-film tape known as T 90, is reported to have all the desirable qualities of clear cellophane tape—transparency, thinness and strength—plus extremely high resistance to water, as well as other advantages. It is said to be especially useful in such applications as a protective covering for prescription and laboratory-bottle labels, or to preserve any printed material against aging, moisture and exposure.

The other, known as Permacel 16, is a rayon-reinforced acetate film tape reported to provide high tensile strength coupled with good shock resistance, suppleness that prevents the chafing through of corrugated packing materials, softness and ad-

# PACKAGED INVITATION to a place in the sun



SUNTAN COMPLEXION is the key to package design for this General Electric Sunlcmp carton. Adapted from original art by a nationally known illustrator the picture has attractive display value and strong customer appeal. It is a fine example of the merchandising teamwork which you find in our PLANNED PACKAGING and its coordination of research, design, testing, board manufacture, and finished production.

#### THE OHIO BOXBOARD CO.

Home of "PLANNED PACKAGING"

RITTMAN . OHIO

Manufacturers of paperboard, folding boxes, corrugated and fibre shipping containers, and converted specialties SALES OFFICES: RITTMAN, O. • AKRON, O. • CUYAHOGA FALLS, O. • CLEVELAND, O. • COLUMBUS, O. YOUNGSTOWN, O. • CINCINNATI, O. • TOLEDO, O. • MANSFIELD, O. • CANTON, O. • CAMBRIDGE, O. PITTSBURGH, PA. • ERIE, PA. • NEW YORK, N. Y. • CHICAGO, ILL. • ST. LOUIS, MO. • DETROIT, MICH.







Spins on—Seals—Spins off without freezing.

Merit SEAL outsells *all* others because its patented construction works better.



CROWN CORK AND SEAL.

COMPANY INCORPORATED

SPECIALTY DIVISION

ST. LOUIS 15, MISSOURI

#### Equipment and materials

hesive characteristics. This tape is said to be highly water resistant and transparent to the degree that carton lettering may be read after the tape is applied. Permacel 16 is certified to meet Railroad Freight Classification #2, Rule 41, and exceeds PPP-T-97 Type 1 and MIL-T-4522 Class II, Type B.

#### TWO NEW DEVELOPMENTS IN PAINT CANS

announced by the American Can Co., 100 Park Ave., New York 17, are (1) a ring seal (upper photo) that meets Post Office requirements for shipping filled paint cans through the mail and

(2) a specially lithographed plug (lower photo) for Canco's double-tite paint can for the "do-it-yourself" painters' market.

The new ring seal is said to provide faster and more economical handling by mail-order houses and others who ship large volumes of paint by parcel post. It is crimped on over the edges of the container top and "locks" the plug to the can. There is a tear tab on the ring for easy opening. The new seals, which carry a statement of Post Office approval, have raised lugs to facilitate stacking and come in sizes that will fit practically every type of paint can.

The new lithographed plug for "do-it-yourself" painters illustrates in five stages easy-tofollow directions for proper mixing of paint before using. These simple directions were evolved when checks with numerous paint manufacturers indicated a generally standard pattern for mix-

ing paints. This lithographed information is now available on plugs without engraving expense to the paint producer.



that is reported to give fast, uniform heating for plastic dipping is being offered by the Evens-Thompson Mfg. Co., 11360 Kaltz Ave., P. O. Box 181, Center Line, Mich. Outstanding new fea-

ture claimed for this new Model 35 tank is an all cast-aluminum melting unit with inward pitched self-draining top that is said to melt plastic faster and eliminate messy overflow and caking of plastic. It is equipped with Robertshaw precision controls and chrome steel sheathed electric heating elements. The unit measures 15 by 18 by 19 in. over-all and has a 3.6-gal. dipping capacity. It weighs 32 lbs. and is reported to be simple to

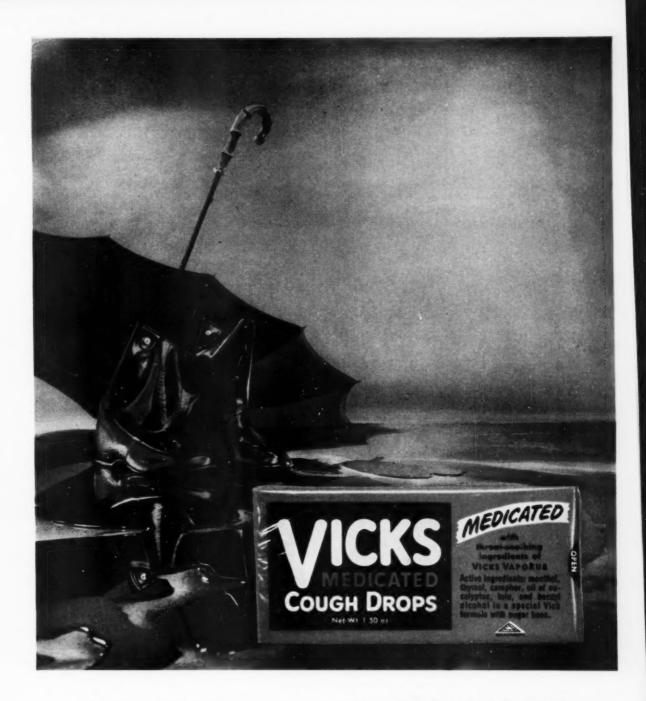
operate from all sides and practically maintenance free. The equipment has been satisfactorily field tested, it is reported.

#### CANS FOR SHIPPING PRINTING INKS

are now being manufactured and stocked by Vulcan Containers, Ltd., Box 284, Toronto 15, Ontario, for Canadian ink manufacturers, All popular trade sizes are stocked for prompt shipment, the company reports. A warehouse of similar sizes of metal cans, made in the firm's U. S. plant, is maintained in Oakland, Calif., for U. S. ink manufacturers on the West Coast.

#### AN IMPROVED CORROSION PREVENTIVE

that is said to eliminate the need for between-operation slushing oils has been announced by the R. M. Hollingshead Corp., Camden, N. J. The product, called Klad Kote 356, developed



#### At its selling best...wrapped in olin cellophane

How sharply that Vicks package stands out anywhere, in its glistening wrap of Olin Cellophane. And how that wrap keeps the product fresh and clean for the moment you need it!

What is your packaging problem? Eyecatching display? Shelf-life? Costs? All three and maybe some others? Let

the Olin Merchandising Service help you find the answers...help you step up sales, step down costs, with versatile Olin Cellophane or Polyethylene.

Today, ask Olin Cellophane, 655 Madison Ave., New York, to have a packaging consultant call upon you without obligation.





#### Equipment and materials

to conform to MIL C 15074 A, is reported now to exceed that specification by a wide margin. Hollingshead claims that the product's 240-deg. flash point and 30-day protective features are the highest yet attained for such a product.

#### A NEW HIGH-SPEED FOOD FILLING MACHINE

that fills from 20 to 40 Seal-Rite cups per minute has been announced by the F. L. Burt Co., 571 Seventh St., San Francisco 3. Known as the Simplex, this semi-automatic filler has an automatic dispenser that drops the cartons on a conveyor one at a time. The single-piston filler, made of acid-resistant contact parts, dispenses automatically. This Simplex filler, designed especially for plants



where space saving is important, fills all types of liquids and semi-solids, according to the supplier.

#### A COMPOUND RUBBER LATEX ADHESIVE

announced by the Industrial Products Div. of The Flintkote Co., 30 Rockefeller Plaza, New York 20, is described as being pressure sensitive to another film of the same adhesive, but not to uncoated surfaces. This is said to permit cold combining of two coated surfaces at any time with delay periods of up to one month between coating and combining if necessary. The product is designated as Flintkote Syntex L-852.

#### A "FLYING SPLICE" ADHESIVE

of the pressure-sensitive type, developed by the Rubber & Asbestos Corp., Bloomfield, N. J., is said to offer extremely high tack coupled with superior bond strength. The adhesive, called "BondMaster 59," is said to offer excellent heat resistance. It is designed for rolls in any web-fed operation without stopping the equipment.

#### A NEW PACKAGE FOR CUT-UP CHICKEN

being offered by Sealright Co., Inc., Fulton, N. Y., is this circular paperboard container, similar in construction to the liquid-tight containers used by the dairy industry. The package meas-



ures approximately 2½ in. deep and 6% in. in diameter. The packager fills the bottom section of the package to heaping—4 or even 5 lbs., lays a sheet of cellophane over the top and secures the container with its snug-fitting cover rim. The paperboard is

plastic coated, which makes the package non-absorbent of the moisture in the cut-up chicken parts. Aside from providing visibility of the product through the cellophane top, the container offers the advantage of side-wall color printing for brand name and sell copy.

#### A TAPE-SLITTING SERVICE

offered by the M & C Products Co., Dept. 5, 4917 Cottman St., Philadelphia 35, Pa., provides made-to-order narrow widths of any type of pressure-sensitive tape—cloth, paper, cellophane, acetate, polyvinyl, Holland cloth rubber tape or any other kind. Any width from ½6 in. up is available, with width tolerance held to close limits. Tapes of all leading manufacturers can be processed, the company reports, and sample rolls of any type are available free to engineering and purchasing officials.





ION SHAMPOO









When Toni's popular new shampoo rains, BEETLE plastic reigns, too . . .

- ... practical BEETLE-the thermosetting plastic that molds speedily to give a good tight seal that won't back up on
- ... functional BEETLE-that resists alcohol, acetone, common solvents and essential oils, is light in weight, yet strong; resists scratching and chipping, won't attract dust on counters.
- ... beautiful BEETLE-that's available in any color to enhance your package, that's moldable to any shape desired for your packaging theme!

Take a tip from Toni-try BEETLE. Write, we'll be glad to send you full information.



32C Rockefeller Plaza, New York 20, N. Y.

In Canada: North American Cyanamid Limited Royal Bank Building, Toronto, Ontario 5350 Royalmount Avenue, Montreal, Quebec

"White Rain" closures molded by: Bernardin Bottle Cap Co., Evansville, Ind.; Braun-Hobar Corp., Milwaukee, Wis.; Standard Cap & Molding Co., Baltimore, Md.

# Plants and people

Dr. Herschel H. Cudd has been appointed to a newly created position of manager of research and development by

American Viscose Corp., Philadelphia. Dr. Cudd, who resigned as director of the Engineering Experiment Station at Georgia Institute of Technology, will assume his new duties April 1. He will be responsible for the research and development activities of the various departments and



pilot plants of the company and will have charge of coordinating and planning an expanded research program.

Ralph E. Sexton, who has retired as manager of the Boston sales office of the Sylvania Div. of American Viscose, has been succeeded by Henry W. Dearborn.

The Chemical Div. of the Borden Co., New York, has combined its Packaging Adhesives and Specialty Products Departments and placed them under the direction of Raymond J. Lodge, formerly in charge of packaging adhesives. Louis J. Jaworski has been made sales manager of industrial adhesives, succeeding Eugene J. Sullivan, who has been named assistant to Barton B. Wadsworth, vice president in charge of sales, Robert A. Biermann has been promoted to Midwest sales manager for packaging adhesives and specialty products, with headquarters at Union, Ill. James F. Haskins has advanced to assistant southern district manager at Kernersville, N. C. Gerard W. Coughlin has been promoted to an administrative post with American Polymer Co., Peabody, Mass., recently acquired by Borden's Chemical Div.

Crown Cork & Seal Co., Inc., has merged its wholly owned domestic subsidiary corporations which include Crown Can Co., Philadelphia; Western Crown Cork & Seal Corp., San Francisco; and Crown Cork Specialty Corp., St. Louis. The former subsidiary corporations will be known as Crown Can Div., Western Div. and Specialty Div., respectively.

Russell Gowans has been elected a vice president of Crown Cork & Seal and will act as general manager of the Western Div. George Crabtree has been elected a company vice president and will act as general manager of Crown Can Div. Donald W. Hill has also been elected a company vice president and will act as general manager of the Specialty Div. Everett B. Webster has been named division administrative vice president of the Crown Can Div. Edward B. Spread

has been made division vice president of sales, Western Div., and William R. Fox has been appointed division vice president of sales, Specialty Div.

O. D. Carlson, formerly associated with Shellmar, has taken over as president of Modern Packages, Inc., successor to Modern Containers, Inc., in Los Angeles. W. R. Miller and W. B. Smyth have been named vice presidents in charge of sales and production, respectively. Roy E. Carlson will be treasurer and controller. F. X. Mohan, organizer and owner of Modern Containers, Inc., is retiring.

Robert Gair Co., Inc., New York, manufacturer of corrugated containers, paperboard and folding cartons, has appointed Alfred W. Hoffman as quality control manager, container divisions. Floyd C. Costello, former manager of Gair's Teterboro (N. J.) Container Div., has been







Hoffman

F. C. Costello

Pedersen

named assistant general production manager for Gair container division operations. Jorgen O. Pedersen is now sales manager for soft-drink carriers.

Gair has acquired the Angelus Paper Box Co., Los Angeles, at a purchase price of \$3,618,000. The company operates two plants in Los Angeles and facilities comprise a modern paperboard mill, foldingcarton, corrugated-shipping-container and set-up-box operations.

Crystal Tissue Co., Middletown, Ohio, has revised its sales territories and relocated its representatives as follows: Robert A. Bowman, Middletown District, covering the western half of Ohio and all of Michigan, Indiana and Kentucky; Richard O. Brumley, St. Louis District, covering the major part of Illinois and all of Missouri, Montana, Kansas, Nebraska, South Dakota, Iowa, Colorado, Wyoming, Utah and Idaho; Homer E. Werner, Pittsburgh District, covering sections of Virginia and Pennsylvania, all of New York State with the exception of Metropolitan New York and suburbs, the eastern half of Ohio including Cleveland, and the state of West Virginia; Jesse C. Hollingsworth, Dallas District, covering Texas,

Oklahoma, Louisiana, Arkansas, Arizona, Mississippi and New Mexico; William H. White, Chicago District, including Minnesota and Wisconsin; Robert A. Popp, Southeastern District, covering Alabama, Florida, Georgia, North Carolina, South Carolina and Tennessee.

Catalin Corp. of America, New York, now celebrating its 25th anniversary as a manufacturer of plastic compounds and res-

ins, has completed construction of new production and research facilities begun last year and financed by a stock offering. Development of the corporation under the leadership of Harry Krehbiel, its president, shows a growth in net sales from \$21/3 million H. Krehbiel in 1941 to more than \$12



million in 1951, with expansion since that time at an even accelerated pace. Catalin plants are located at Fords, N. J.; Thomasville, N. C.; and Calumet City, Ill.

Federal Paper Board Co., Inc., Bogota, N. J., has integrated all its folding-carton operations under the name of a newly organized subsidiary, National Folding Box Co., Inc., a New York corporation. The new company has assumed all assets and liabilities of the National Folding Box Co. of New Haven, Conn., as well as those of Federal's four other carton subsidiaries: Folding Cartons, Inc. of N. J., Bogota, N. J.; Liberty Cartons, Inc., Steubenville, Ohio; Folding Cartons, Inc., Versailles, Conn.; and S-C-S Box Co., Inc., Palmer, Mass. These companies and the plants at New Haven will be operated as divisions of the New York corporation.

The American Can Co., New York, has appointed R. B. Thompson as assistant general manager of manufacture. A. de Genaro succeeds Mr. Thompson as Atlantic Div. manager and J. C. Souhan will succeed Mr. Genaro as assistant manager of manufacture for the Atlantic Div.

Lloyd K. Davis has been promoted to superintendent of manufacture in Canco's Pacific Div. H. P. Mooij succeeds him as Pacific factory plant manager in San Francisco. Richard K. Frederick has been named manager of the Canco plant in Portland, Ore., succeeding S. J. Hartmann, who has been transferred to the company's Pacific Div. headquarters in San Francisco. Succeeding Mr. Frederick as plant manager of the company's Harbor factory in Wilmington, Calif., is John B. Wiebers.

Edward Pilsbury, Jr., has been ap-

Multiply

SALES



Add

PRODUCT APPEAL



### Subtract

SHIPPING LOSSES



Write for free b',oklet,
"How To Use Color On Corrugated Boxes."
Hinde & Dauch, Sandusky 4, Ohio



in the state of th

HINDE & DAUCH

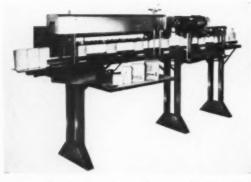
Authority on Packaging

- · SIMPLE
- FAST

#### FRY BAG SEALERS

for most sizes and types of bags

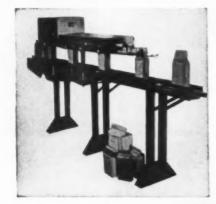




#### FRY Model CBG

Folds and heat seals coffee bags. Continuous principle. Heat seals and folds simultaneously, and each bag top is glued to the body of the bag. Forms a finished shelftype package. For bags with thermoplastic top heat sealing bands and for plio-film lined bags, automatic or square style. Range from 8 oz. to 3 lbs. Size adjustments are simple and quick.

The conveyor and sealer may also be used for flat silex coffee and similar bags. May also be used for plain glueing where heat seal is not required.



#### FRY Model CSG

Folds and heat seals on the continuous principle. Makes a secure sift-proof closure on heavy weight paper bags. For bags with thermoplastic top sealing bands, polyethylene lined or coated and pliofilm lined. Double folds bags and heat seals them on the inside. The outside fold is glued for extra strength. Simple adjustments accommodate various heights of bags. Ideal for packaging granular or very fine materials such as food stuff, insecticides, and other chemicals. May also be used for plain glueing where heat seal is not required.

#### FRY Model CBS

For folding (single or double fold) and heat sealing many types of bags including thermoplastic top bags (kraft, glassine, foil), double walled cellophane, diaphane, pliofilm lined, polyethylene lined or coated. Widely accepted for packaging coffee, po-

tato chips, corn chips, cake mixes, dehydrated materials, chemicals, etc. Semi-automatic, or used automatically over a conveyor. Speeds up to 1100" per minute. Easily adjustable for temperature, speed and



Send for detailed information and specifications today.

#### GEORGE H. FRY COMPANY

42 East 2nd Street, Mineola, L. I., N. Y.

### Plants and people

pointed manager of American Can's plant in San Jose, Calif., succeeding Richard Drew, who is retiring after 42 years of service. William Flynn has been named assistant sales manager in the company's northwest district sales office at Seattle, Wash, Herman Schmidt has retired as general foreman at Canco's Monterey factory after 50 years of service.

Roger F. Hepenstal, vice president in charge of manufacturing for American Can, has been appointed to special duty with the Dept. of Defense, Washington.

Henry E. Griffith has been appointed vice president in charge of sales of the

Bradley Container Corp., Maynard, Mass. Mr. Griffith comes to the newly formed packaging firm after 13 years with the Plax Corp., where he served as vice president and general manager. The new corporation will utilize new patented fabrication methods H. E. Griffith



that have been tested in Europe and for which Bradley has exclusive United States and Canadian rights.

Densen Banner Co., Inc., Ridgefield Park, manufacturer of folding cartons and corrugated boxes, has become a part of United Board & Carton Corp.

The Bakery Div., American Machine & Foundry Co., New York, has appointed Fred Rohlfing, E. Lloyd Willard and Frank Barrett as sales engineers, They will headquarter in Dallas, Chicago and New York, respectively.

Chase Products Co., contract and custom filler of aerosol and pressurized containers, has started manufacturing operations in its new plant in Maywood, Ill.

Carl M. Blumenschein has been elected vice president and controller of Container Corp. of America, Chicago.

A new wholly owned subsidiary of Container Corp. has been formed in Venezuela under the name of Corrugadora de Carton, S. A. At a new plant in Maracav it will produce corrugated shipping con-

William P. Peters has been named general manager of California Container Corp.'s Northwest folding carton plants at Portland, Ore., and Seattle, Wash. The corporation is a wholly owned subsidiary of Container Corp. Eugene H. Thomas (This article continued on page 244)

# decorative printing plus product protection

...that's ushion PACK

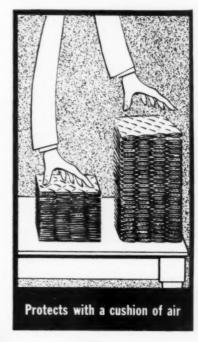
Resilient! Shock Absorbent! Beautiful!

or the first time Cushion Pack brings packagers a firstclass protective material with all the beauty and merchandising value of a high quality printed wrap. The lightweight multi-embossed layers of Cushion Pack literally float your merchandise on a soft cushion of air. The packs are quilted to secure the air pockets and are colorfully decorated with designs, trademarks and brand names.

Cushion Pack's flexibility speeds packaging operations. Not only do the packs come in various thicknesses, but they can be pre-cut to your specifications. You have a wide choice of quilting patterns and paper colors. Glassine and foil-topped packs are also available.

The economy of protecting your product with Cushion Pack will surprise you. Write for free

samples and prices.





For Cosmetics and Industrial Products



ushion DAGK Inc

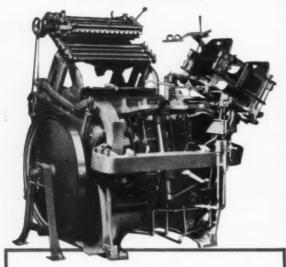
# DO YOU ... Print?... Die Cut?

Blank?...Stamp?...Emboss?...

PERFORM THESE SPECIALIZED OPERATIONS ON THE

#### CHANDLER& PRICE

SUPER HEAVY DUTY AUTOMATIC PRESS



• Truly automatic, including continuous feeding from hopper that permits loading while press is running (any stock from 13-lb. bond to heaviest cardboard 3 ½" x 5" up to 15½" x 23½")...

Sufficient impression strength for handling the heaviest forms, and for scoring, creasing, embossing and diecutting . . . rectangular, round, irregular shapes, greeting cards, photomounts, cartons, book cases, and covers.

All operating controls reached from FRONT of press . . .

Delivery at FRONT, where operator can easily check ink coverage or numbering machines (also makes slipsheeting entirely practicable)...

Automatic throw-off of press if sheet fails to deliver . . .

There is no other press comparable to the C & P Super Heavy Duty. In use by bookbinders, greeting card manufacturers, specialty printers, box makers, etc., this press meets many requirements for modern packaging production. Write for complete specifications.



AVAILABLE WITHOUT INKING MECHANISM

If used only for cutting, creasing, scoring and die-cutting, these presses can be furnished without inking mechanis u.

THE CHANDLER & PRICE COMPANY

6000 Carnegie Avenue CLEVELAND 3, OHIO







The Carton Buyer

may not know . . . . that behind the many steps in the

Transfer cylinder on one of our 2-color presses

Precision cutting and creasing

building of Ace Carton Creations, every material and process is pre-tested in our quality-control laboratory.

Thus, when we "press the button" we know just what will happen, we know what to expect, and, in turn, YOU are assured of cartons built to rigid specifications.
... Into every carton, therefore, is built the fiber of perfect craftsmanship.

e Carton Corporation

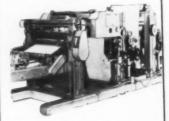
5800 West 51st Street

Chicago 38, Illinois

Phones: POrtsmouth 7-1111

# Check with

for Web-Printing and Converting Machines custom-engineered to your special need



PRESSES . . . Flexographic, Gravure, Letterpress, Lithographic (wet and dry)

BAG MACHINES . . . for notion, millinery, specialty bags — hand-grip, flot, square, gusseted and multiwall types

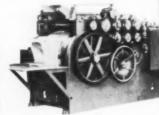
COATING and TINTING EQUIPMENT

CONSTANT TENSION UNITS

WEB GUIDES

REWINDERS · SLITTERS · SHEETERS
STACKERS





MANHASSET MACHINE CO.

# Plants and people

(This article continued from page 240) has been appointed sales manager of California Container's Los Angeles shipping container division. Walter L. Sweeney is now assistant general manager of the Los Angeles shipping-container operations and Fred A. McFarland has been made general manager of the company's folding-carton operations in San Francisco.

Sun Chemical Corp., Long Island City, N. Y., has appointed Thomas J. Craig technical director of the company and its subsidiaries. Mr. Craig will be a member of Sun's management committee. He was also named vice president of Michigan Research Laboratories, Inc., subsidiary of Sun. George H. Morrill Co., Div. of Sun Chemical, has appointed John H. Feldkamp assistant to the general manager.



Robertson F. Alford is now vice president and sales manager, Paperboard Div., Continental Paper Co., Ridgefield Park, N. J. Alan J. Woodfield has been made vice president and controller of Continental Paper and its subsidiary, Alford Cartons.

The Connecticut Container Corp., manufacturer of corrugated shipping containers and corrugated specialties in color, and its affiliate, D. L. & D. Container Corp., have started operations at a new plant at State St. and Sackett Point Rd., North Haven, Conn., reported to be the first completely conveyorized corrugated container factory in New England.

Container Laboratories, Inc., New York, has appointed James A. Sargeant manager of its Chicago laboratory.

Continental Can Co., Inc., New York, has consolidated its customer plant layout department and the functions of customer

runway engineering into a customer engineering department. J. N. Vincent has been made manager of the new department, with headquarters at Continental's New York offices.

Stephen M. Murphy has joined the sales management staff of Continental's . N. Vincent Central Metals Div.

Continental has appointed Simpson & Co., Memphis, Tenr., as manufacturer's agent for Decoware in Kentucky, Tennessee and Arkansas. Coverage of this region is handled by W. K. Simpson.

The new research laboratory of Thomassen & Drijver, manufacturer of metal

containers in Holland, has been named the Carle C. Conway Laboratory in honor of the chairman of the executive committee of Continental Can.

Continental has appointed Gerard C. Heldrich manager of the company's plastic bottle and plastic pipe plant in Chicago. Kenneth B. Gerrish has been named director of sales and Sidney H. Wilson sales manager for Continental's new Mills Plastic Pipe Div. located in New York. The appointments follow Continental's acquisition of Elmer E. Mills Plastics, Inc., the company which handled pipe sales for the former Elmer E. Mills Corp.

The Shellmar-Betner Flexible Packaging Div. of Continental Can has appointed C. V. Ore as district sales manager for the Northern Pacific area, with headquarters in San Francisco; T. H. Morris as district sales manager for the Southern Pacific area, with offices in South Gate; and F. S. Hinkle as director of product sales.

Crystal Tube Corp., Chicago, printer and converter of transparent packaging materials, has appointed Melvin C. Leiendecker as St. Louis sales representative covering Missouri and southern Illinois. Fred W. Richardson has been made sales representative in Florida.

Jack W. Watson has been appointed director of public relations and advertising

for the Kaiser Aluminum & Chemical Corp., Oakland, Calif. Mr. Watson will be responsible for the company's nationwide advertising program and will also direct the corporation's public relations activities, including the company's



community relations at J.W. Watson various plants throughout the United States. He will locate in Oakland.

The Continental Filling Corp., Danville, Ill., has appointed William H. Walker as plant manager of the Danville operation and head of the Research Dept. Lew Selby has been named assistant plant manager at Danville.

The Dobeckmun Co., Cleveland, manufacturer of flexible packaging materials, has appointed Edward J. Reilly as publicist and advertising assistant.

Eingon-Freeman Co., Inc., Long Island City, N. Y., lithography firm, has been granted exclusive U. S. production rights to "Rotair," patented English point-of-sale promotional display pieces in the form of mobiles. The "Rotair" is sus-(This article continued on page 248)

# Welcome to the Packaging Show. We'll be waiting for you at Booth 374.

23rd NATIONAL PACKAGING EXPOSITION · APRIL 5-8, 1954 · ATLANTIC CITY, N. J.



You won't need a blueprint or a sketch to find our Booth at the Packaging Show. Here is an actual photograph which should help you recognize it. The welcome mat is out for you. Come in and say 'Hello' or sit down and tell us your packaging problems. At any rate, you will find us friendly as well as helpful.

When visiting us ask for... 6 EFFECTIVE WAYS TO AVOID FREIGHT DAMAGE These six colorful Posters are ready to be hung in your Shipping Room. If you cannot call, write for this material. Free on request to Dept. M.

#### NATIONAL CONTAINER CORPORATION

Executive Offices • SEVEN CENTRAL PARK WEST, NEW YORK 23, N. Y.

MILLS-Big Island, Va. . Jacksonville, Fla. . Jaite, Ohio . Ontonagon, Mich. . Tomahawk, Wisc. . Valdosta, Ga.

CORRUGATED PAPER CONVERTING PLANTS • Atlanta, Go. • Aurora, Ind. • Bradford, Pa. • Bristol, Pa. Chicago, III. • Dallas, Tex. • Detroit, Mich. • Jacksonville, Fla. • Jaite, Ohio • Long Island City, N. Y. Angeles, Calif. • Madison, III. • Memphis, Tenn. • Miami, Fla. • Milwaukee, Wisc. • Newark, N. J. Oakland, Calif. • Philadelphia, Pa. • Rock Hill, S. C. • Salisbury, N. C. • St. Paul, Minn. • Tomahowk, Wisc.

MULTIWALL BAG PLANTS . Jaite, Ohio . Kansas City, Mo.

PARTITION AND BEVERAGE CARRIER PLANT . Milwaukee, Wisc.





The Enterprise Aluminum Company makes these gleaming electric percolators. Problem was to keep the percolators bright and shiny until they reached the customer. Enterprise learned this first: ordinary kraft paper wouldn't do. Too many scratches that resulted in too many returns. Then they learned this: two sheets of Crystal Tissue cut returns way down. Soft, strong inner tissue sheet reduced scratching and "breakthrough". Tough outer sheet prevented "burning" against carton walls. Result? Fewer returns. Whatever your product, there's a lesson here for you. Crystal Tissues could be the answer to your packaging problems. Call your Crystal distributor or write Dept. M for his name and address.



THE CRYSTAL TISSUE COMPANY, Middletown, Ohio

### VINYL and SARAN

can be printed by gravure or flexography

with

#### **GOTHAM INKS**

Excellent adhesion No blocking No bleeding

#### GOTHAM INK & COLOR CO.

5-19 47th Avenue Long Island City 1, N. Y. Established 1939

## PROUD OF YOUR PRODUCT? SHOW IT!

CLEAR MOLDED STYRENE BOXES

POLYGOZ

POLYGOZ

Use a POLYGON stock box produced in molds built in our own tool room and molded on our own presses.

We will design and build boxes to your specifications. Stock sizes from  $9\,^5\!\!/_8$  " x  $3\,^3\!\!/_8$  " x  $2\,^1\!\!/_4$ " to  $^3\!\!/_4$  " x  $^3\!\!/_8$  " x  $^3\!\!/_8$ "

Buy from one of the pioneer molders of plastic boxes

#### POLYGON PRODUCTS CO.

607 N. Aberdeen St.

Chicago 22, III.

fine products

better . . . better in

#### MORRIS PAPER MILLS

135 South La Salle St., Chicago 3, Illinois

### LINDLEY BOX & PAPER

DIVISION OF MORRIS PAPER MILLS

Marion, Indiana

## MORRIS PAPER MILLS

1740 North 25th Avenue, Melrose Park, Ill.

## ETAT

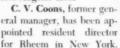


### Plants and people

(This article continued from page 244) pended in the air by invisible nylon threads linking the individual units, which move as a result of normal air currents in the store. The sales story is enacted by food passing in and out of packages, smokers reaching for cigarettes, etc.

William S. Rheem, II, has been named general manager of Rheem Mfg. Co., New York, in charge of all domestic man-

ufacturing and marketing activities. Mr. Rheem, former assistant general manager, will continue to headquarter at the company's South Gate plant in the Los Angeles area.





Rheem, 11

Arno Finke, chief design engineer of flexographic printing presses and bag machines for the firm of Windmoeller & Hoelscher, Germany, will be in America during the Packaging Show at Atlantic City. During his visit to the U. S., he will headquarter with the H. H. Heinrich Co., New York; during the Packaging Show, at their booth, No. 561.

Stone Container Corp., Chicago, has appointed Robert M. Fuller to a newly created position of assistant vice president. Mr. Fuller will be in charge of cost reduction and methods engineering at all of the firm's facilities. R. M. Fuller I. R. Boykin has been pro-



moted to general manager of Stone's paper mill division at Mobile, Ala.

A group of minority stockholders headed by R. Bernhardt have purchased from the Joslyn Mfg. & Supply Co. a majority stock interest in the Federal Tool Corp., Chicago, manufacturers of molded packages, housewares, advertising specialties, premiums, custom molding and tools. Newly elected officers of Federal Tool are: R. Bernhardt, president; R. A. Winter, vice president in charge of sales; R. J. Olson, vice president, manufacturing; J. E. Press, vice president, engineering: Glenn Moore, treasurer; J. L. Colmar, secretary.

Lynch Corp., Anderson, Ind., has appointed Richard W. Morey manager of purchasing, succeeding A. R. Stewart, (This article continued on page 252) THIS IS

Rondo is made by seven plants in five countries serving the world's needs for better packing of "problem" objects.

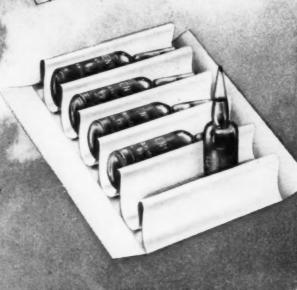
# RONDO

Exclusive, patented, new method to pack smaller fragile handle-with-care objects

SAFELY, EFFICIENTLY
AND INEXPENSIVELY...

Out of the development of self-sufficient packaging for the delicate medicine ampule comes the answer to high speed handling of ALL smaller, breakable and damagable objects.

If you are concerned with this problem see how Rondo can solve it with a dramatic perfection never before possible.











SEE RONDO IN BOOTH No. 1340 AT THE 1954 NATIONAL PACKAGING SHOW

or Write for Free Descriptive Brochure

AMERICAN OR ONDO CORPORATION

Wrap-King

WRAPS LABELS CODE

and

SELLS

YOUR PRODUCT...FAST!

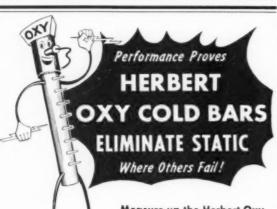
Cut packaging costs . . . improve the appearance of your packages . . . and increase sales.

Whatever the shape, Round — Square — Oval — or irregular; all neatly wrapped, labeled and coded in ONE operation.

See Wrap-King machines and how they can perform for you at the PACKAGING EXPOSITION. Booths 860 and 862.

Wrap-King

HOLYOKE, MASSACHUSETTS



Measure up the Herbert Oxy
Cold Bar with any other
means of static elimination . . . compare point
by point . . . let the facts prove what thousands
of users already know! Oxy is your best investment, for any material and on any equipment, in
terms of efficiency, safety, and cost-saving performance. For full specifications and prices,
please forward details of your machine.



74-30 Jamaica Ave. Woodhaven 21, N. Y.
Phone: Michigan 2-4887

## we act as CONSULTANTS

#### for the

#### Plastic and Paper Converting Industry

We have associated laboratories, chemists, engineers and manufacturers in 7 countries

We plan your new production We help re-model your present set-up

- Polyethylene coatings on paper
   Polyethylene film and bags
- Polyethylene film and bags
- Our specialties are Water-vapor-resistant papers
  Laminated heatsealing papers
  and foils
  - Artificial leather from PVC
  - Samples Formulas Methods
    Planning Machinery

#### Organizacion Liica

Laboratorios Industriales Internacionales C. A.

Represented in U.S.A. by

Converters Mcchine Co., King Street, Greenwich, Conn.

Represented in Germany by

Hofmann & Wollner K.G., Wilhelmhofsalle 96, Krefeld, Germany

Represented in Scandinavia by

A/S Packo, P.O. Box 18, Drammen, Norway

Two beautiful packages wrapped on the WRAP-KING.

# For MORE EXACTING Aerosol Requirements Use Schrader TRIPLE-TESTED valves!

New SCHRADER AEROSOL VALVES
WITH THE BEAUTIFUL Presdome CAP



Various Colors Made to Match Your Label . . . by request

No aerosol product is better than its valve—and no valve is better than Schrader's.

Schrader Aerosol Valves receive the most thorough inspection. They're triple-tested . . . every critical component part 100% machine-tested for correct tolerances.

Schrader has the greatest research facilities to meet your special requirements in this new field. Schrader produces aerosol valves with fully automatic machinery... maintaining complete control of production, because nothing but raw materials are bought outside. Schrader even makes its own metal closures.

#### Improved Performance • Extra Sales Appeal

- You'll want to sell your Aerosol products with Schrader Valves—positive sealing, quick positive spray shut-off, colorful and eye-catching sales appeal.
- © Customers will want to buy your Aerosol product with the comfortable, easy finger-tip operated and goodlooking Presdome Cap.

... And these Aerosol Valves are backed by tremendous Quality-Production Capacity of Schrader Manufacturing Facilities.

The Schrader Aerosol Valve uses the same time-tested seating principle as used in the Famous Schrader automotive tire valve.





## Schrader

AEROSOL VALVES made by the

manufacturer of the Standard Tire Valve since the first Automobile

---- MAIL THIS COUPON TODAY ----

Use our research facilities to develop a superior Aerosol package. Send for samples and further information. A. SCHRADER'S SON

Division of Scovill Manufacturing Company, Incorporated Dept. MP

470 Vancerbilt Avenue, Brooklyn 38, N. Y.

Please send me ☐ Samples ☐ Brochure ☐ Price List

\_

\_

----

i



#### BE SURE TO SEE

UNION Plastic Films CO.

For Tubes and Bags Made of

#### SARAN POLYETHYLENE PLIOFILM

Printed by UNILOX\*Method of Printing

VISIT OUR HOSPITALITY SUITE HADDON HALL HOTEL

UNION Plastic Films co. DIVISION OF

TRANSPARENT PACKAGE CO. 3520 S. Morgan St., Chicago 9, III \*Patent Pending

## Plants and people

(This article continued from page 248) who is retiring from the firm after 33 years of service, Paul Fromer will assist Mr. Morey. Lynch has centralized its procurement and purchasing activities at its executive offices in Anderson covering the Lynch plants in Toledo, Ohio; Marion, Ind.; Anderson and North Anderson, Ind.

William N. Banks has been elected a director of Fulton Bag & Cotton Mills, Atlanta, Ga. Jason M. Elsas has been appointed executive vice president and a general sales office will be established under his direction in New Orleans. Mr. Elsas will also manage Fulton's new plant being constructed in New Orleans.

Kennedy Car Liner & Bag Co., Shelbyville, Ind., packaging firm, has appointed Frank Coffin to head a new department to handle product and market research.

Hayssen Mfg. Co., Shebovgan, Wis., manufacturer of automatic wrapping ma-

has appointed J. Clint Johnston as general manager and assistant to the president. Mr. Johnston has a wide acquaintance throughout the packaging industry and has specialized in promoting automatic packaging as a part of present-day merchandising.



James Beckett has been elected executive vice president of Interchemical Corp., manufacturer of printing inks, industrial finishes and other chemical coatings, New York. Charles W. Scott will succeed Mr. Beckett as divisional president of Interchemical's Finishes Div.

Robert L. Gruen, industrial and packaging designer, was elected president of the Industrial Designers' Institute at the association's recent 16th annual meeting.

John T. Duffy has been appointed to the sales staff of N. T. Gates Co., Industrial Sales Div., Philadelphia, and will cover the Greater Delaware Valley Area.

Goodren Products Corp., manufacturer of self-adhesive transparent Goodstix signs, has moved to a modern new plant at 263-273 Williams St., Englewood, N. J.

The Hazel-Atlas Glass Co., Wheeling, W. Va., has appointed Creed Malone, Jr., as chief engineer succeeding Laurence Meharg. Mr. Meharg will continue to serve the company in a consulting capacity.

A new \$200,000 hydrapulper system has

been ordered by the Gardner Board & Carton Co., Middletown, Ohio, for its board mill in Lockland, Ohio.

Gardner directors have approved a \$25,000 appropriation for building a new type of can-packaging machine developed by Gardner for the brewing industry to provide carry-home cartons for cans and adaptable for packaging other canned products. It will be manufactured by The Manchester Machine Co., a wholly owned Gardner subsidiary.

Dave Delahunt has joined Herb Shelly, Inc., designers and manufacturers of packaging, polyethylene Farmington, Minn. He will be responsible for building sales coverage of the prodnce packaging industry. Mr. Delahunt was formerly with Milprint, Inc.



Richard B. Almy has been appointed advertising manager of Colt's Mfg. Co., Hartford, Conn. Mr. Almy will handle the advertising and sales promotion for Colt's Arms Div., Autosan Div., Packaging Machinery Div. and Plastics Div.

David B. Orcutt, Jr., has been appointed assistant sales manager for the Richmond

sales district of the Hinde & Dauch Paper Co., Sandusky, Ohio, manufacturer of corrugated shipping boxes. Mr. Orcutt will assist J. M. Southall, district sales manager.

Hinde & Dauch Paper Co. of Canada, Ltd., has appointed F. A. Dieckbrader as manager of pulp and paper mills. Edward L. Lukemire is



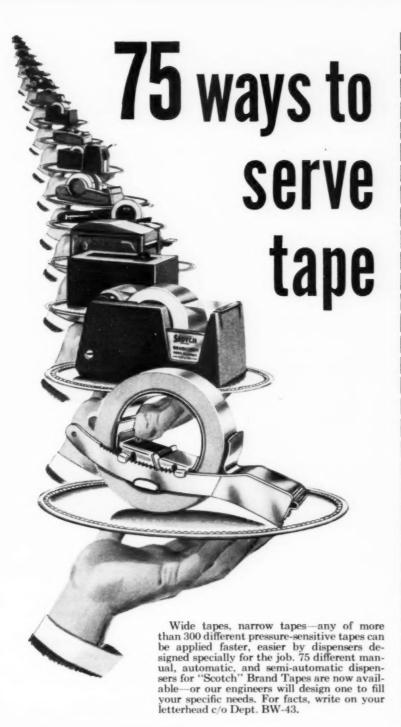
general superintendent of Toronto mills.

National Container Corp., New York, manufacturer of kraft corrugated shipping containers, is opening a new box plant at 2360 W. Jefferson Ave., Detroit, Mich.

The multiwall bag division of National Container has changed its corporate name from the Jaite Co. to National Container Corp. of Ohio. National has also acquired a fully equipped multiwall bag plant at Kansas City, Mo.

Oxford Paper Co., New York, has appointed Joseph H. Magruder to its sales organization to head up its advertising, sales promotion and marketing program.

Walter Dorwin Teague, Jr., Milton Immermann, Gordon M. Pelz and Carl R. (This article continued on page 256)





SCOTCH BRAND

The term "Scotch" and the plaid design are registered trademarks of Minnesota Mining and Manufacturing Co., St. Paul 6, Minnesota. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ontario, Canada.



# LOOK how dispensers can work for you!



**CUT WASTE** with Definite-Length Dispensers. This machine dispenses predetermined lengths of tape at the touch of a lever. No guesswork; no waste. Boxes are sealed at production line speeds.



SPEED UP package sealing. These tandem-mounted box sealers cut and apply short strips of "Scotch" Brand Cellophane Tape from two rolls simultaneously, as fast as the operator can position and move the cartons!



JOIN PACKAGES QUICKLY for special "combination deal" sales with "Scotch" Brand Cellophane Tape and a "Scotch" Brand Combination Package Sealer. Machine handles 14 "to 1" tape widths, turns out up to 75 deals a minute.



TAPE WHERE YOU NEED IT, when you need it, in any desired lengths. Dispensers, such as this new "Scotch" Brand Filament Tape, are specially designed for fast, easy application of many kinds of tape.



Every Season there's a reason for Crystal Tube Packaging!

Any season—try this recipe for extra sales. Start with a transparent packaging film—expressly chosen to give maximum protection and moisture control to your product. Ask Crystal Tube to add a colorful, sales-stimulating design, and blend with top-quality printing.

Mix well with good merchandising—and there you have it—a bigger share of your market. With Crystal Tube as your packaging partner you are assured of individualized attention. We'll recommend the right material and suggest a design that firmly establishes your brand in the consumers' mind.

Why not write us today . . . together we can develop an original recipe to step up your product sales. You're sure to be pleased with Crystal Tube "seasoned" packaging "know-how" and service.

making things Crystal clear!

Polyethylene, Cellophane, Pliofilm. Superior service on plain or printed bags and printed roll stock or wrappers.

CRYSTAL TUBE

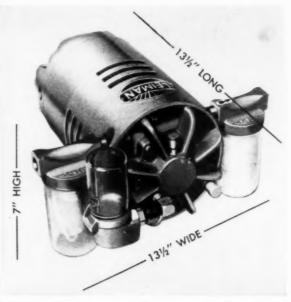
6625 W. DIVERSEY AVE., CHICAGO 35, ILL.

Sales Offices in Principal Cities
Cellophane Tubes, Pouches, Bags and Envelopes—Polyethylene Bags
—plain and printed. Also printed roll stock and sheets in
Cellophane, Polyethylene, Acetate and Foil, Pliofilm,
Utility Rells, Haliday Bands

Now, the New Leiman Integral Pump

## **SAVES SPACE**

HAS DETACHABLE MOTOR AND PUMP RUNS YEARS AND YEARS WITHOUT FAILURE



INTEGRAL PUMP — Vacuums to 28", displacement 3.6 cfm. Dimensions: 131/2" length, 7" height, 131/2" width (including inlet filter, outlet separator and new Leiman automatic E113 oiler which needs refilling only about every 80 hours). Pump also used for pressure. Motor 1/2 HP.

Backed by a record of continuous quality pump manufacture since 1887, the new Leiman Bros. Integral Pump is built to give you more than 15 years of trouble-free performance. Simplified, compact design saves space by eliminating belts, pulleys, guard and base. Pump and motor are detachable, permitting interchange. Only steel blades (no composition) are used. Unique Leiman automatic wing adjuster forces blades to meet cylinder wall, prevents sticking. Pump has ball-bearings, is equipped with self-lubricating grease cups, and is fan-cooled.

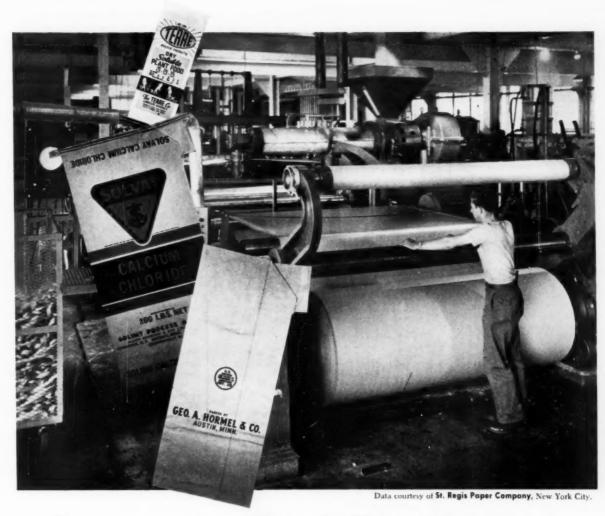
Look to the new Leiman Integral Pump for such applications as: packaging, bottling, folding, cameras, labeling, mailing, wrapping, and vacuum printing frames.

Write for technical literature on New Integral Pump. See other Leiman pump products in Sweet's Product Design File.

## LEIMAN BROS., INC.

198 Christie Street

Newark 5, New Jersey



## Paper gets a Tough New Armor... BAKELITE Polyethylene

Paper's worst enemies are moisture, strong chemicals and micro-organisms. Now a tough, new armor—coating of BAKELITE Polyethylene—combats these foes and arms paper for scores of new packaging applications.

It presents an effective barrier against moisture, acids and alkalis that deteriorate packages from within. It prevents micro-organisms found in humus and peat moss from eating through bags. Chemically inert, it does not harm most foods, chemicals or fertilizers.

Paper coated with BAKELITE Polyethylene has greater tensile strength. The coating is resistant to abrasion and impact. Its superior flexibility at below-freezing temperatures makes it especially useful for frozen food packaging.

As a laminate for foil or cellophane, BAKELITE Poly-

ethylene adds strength, toughness and heat-sealability. Used as a wax additive, it provides a glossier surface and reduced rub-off. Other packaging uses include squeeze bottles, flexible tubes and snap closures. Learn how this versatile plastic can help you improve your packaging. For information, write to: Dept. TY-55.

23rd National Packaging Exhibition April 5-8, Atlantic City, N. J.

### BAKELITE

THADE-MARK

Polyethylene

BAKELITE COMPANY, A Dicision of Union Carbide and Carbon Corporation 1143 30 East 42nd Street, New York 17, N. Y.

**MARCH 1954** 

255

### FIRST PUBLIC SHOWING!

#### NEW

## MAGNETICALLY-OPERATED AUTOMATIC THERMAL IMPULSE\* HEAT SEALER

This is the first and only heat sealer which fully protects the operator. NO BURNED FINGERS. Uniform, tear resistant seals, electronically timed, are made with cold heater bars. NO CRUSHED FINGERS. Magnetic closing concentrates all the jaw pressure into the last quarter-inch.

Maximum usefulness can be obtained from the machine, because no safety guards are required. The unit operates in any position and can be started by foot, knee or fingertip switches. Universal type heater bar can be changed from "T" type to "M" type without removal.

Patented process manufactured under one or more of the following patents: 2,460,460; 2,509,439; 2,574,094; 2,574,095



All Thermal Impulse Heat Sealers

- Seal through wrinkles, gussets, liquids and powders
- Seal all thermoplastics and non-metallic barrier materials

Send for full particulars



17 Williams Avenue, Brooklyn 7, N. Y. West Coast Plastic Distributors 4113 W. Jefferson Blvd. Los Angeles, Calif.



## Plants and people

(This article continued from page 252) Conrad have been elected partners in the industrial-design firm of Walter Dorwin Teague Associates, New York.

Lusteroid Container Co., Inc., Maplewood, N. J., has appointed John B. Stobaeus, Jr., as secretary and treasurer.

Arthur Aus'in has been appointed southern California district sales manager for Maywood Glass Co., Los Angeles, subsidiary of Anchor Hocking Glass Corp., and for the Pacific Coast Closure Div. of the parent company.

William O. Atwell has been promoted to Cincinnati sales manager of the industrial trade tape division of Minnesota Mining & Mfg. Co., St. Paul, Minn.

George E. Brombacher, Jr., has been appointed director of purchasing for the Mead Corp., Dayton, Ohio.

H. R. Baxter has been elected to the board of National Can Corp., New York.

Coating Products, manufacturer of Mirro-Brite metalized plastics, has moved to new quarters at 101 W. Forest Ave., Englewood, N. J.

Nordan Plastics Corp., Brooklyn, has added a complete vacuum-forming department to its custom finishing facilities.

George A. Duffy has been promoted to the new position of manager, product promotion, Sherman Paper Products Corp., Newton Upper Falls, Mass. Mr. Duffy will coordinate packaging developments.

Arthur J. Burke has assumed full duties of chief engineer at Richardson Scale Co., Clifton, N. J. Mr. Burke succeeds John P. Clifford, recently retired vice president.

Federal Adhesives Corp., Brooklyn, has appointed Arthur C. Megalos to the position of production superintendent.

William J. Kaspar has been named West Coast sales representative for Paramount Paper Products Co., Omaha, Neb., manufacturer of die-cut labels and printed gumned and pressure-sensitive tapes. Mr. Kaspar will headquarter in San Francisco and serve California, Oregon, Washington, Idaho, Nevada, Arizona, Utah and western Montana.

Dr. Maurice E. Kinsey has been appointed plant superintendent for the Transparent Package Co., Chicago, man-









Finding the Right Package

> is NO PROBLEM ... if you CHOOSE . . .

#### CLEVELAND CONTAINERS

EFFICIENT . . . ECONOMICAL . . . ATTRACTIVE

- PLAIN ALL-FIBRE CAN . . . Bottom firmly glued on, and top assembled loosely.
- 2. SLIP COVER CAN . . . Metal bottom seamed on, slip cover top of tin plate.
- 3. FRICTION PLUG CAN Metal top ring with tight fitting metal lid; metal bottom.
- 4. TURN-SIFTER TOP CAN . . Friction plug type bottom and metal revolving perforated top.
- SCREW TOP CAN . . . Metal threaded ring with screw cap top; metal bottom.
- 6. METAL END TELESCOPE CASE . . . Three or two-piece construction. Available also with paper caps or ends curled and disced.
- 7. UNIT PACK CAN . . . Metal bottom seamed on, metal top shipped separately for seaming on by packer. Civilian and military uses.
- 8. CONVOLUTE LABELED CAN . . . Available in round, square or oblong shapes.

LINERS . . . moisture and grease resistant and anti-corrosive liners can be provided for additional protection.

LABELS...strip labels, pre-printed wrappers, direct printing, or plain color wraps.





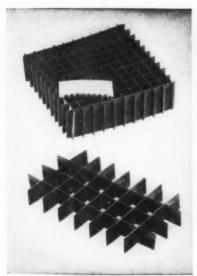




White

FOR YOUR COPY OF OUR NEW PACKAGING FOLDER.

Visit our Exhibit No. 333 at AMA National Packaging Exposition, April 5-8, at Atlantic City.



## PROTECT PARTITIONS!

Solve YOUR
Internal Packaging Problems
SAFELY — SECURELY!

Made to Your
Exacting Specifications
for Pharmaceuticals
Candy
Heart Box Inserts
Collapsible Tubes
Toys and other fragile items

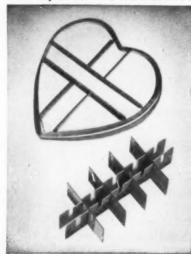
Plain and Die Cut

Prompt Delivery
Write or Call for Complete Data

## RAPID CUTTING CO., INC.

90-96 ENGERT AVE. BROOKLYN 22, N.Y.

EVergreen 8-2512-3-4 (Formerly at 169-173 Franklin Ave.)



## Plants and people

ufacturer of cellulose and plastic casings for sausage and other meat and food products. In a re-alignment of the sales department, Transparent Package has appointed the following district managers: Martin Lynn, northeastern district, with headquarters in Philadelphia; Henry C. Flonacher, north central district, with headquarters in Chicago; William Collar, southeastern district, with headquarters in Columbia, S. C.; and Donald D. Barraca, midwestern district, Chicago.

Transparent has appointed the following sales representatives: Donald B. Kimball, to cover Delaware, New Jersey, Washington, D. C., and parts of Maryland and Pennsylvania; Jerold J. Schaefer, to cover parts of Maryland, Ohio and Pennsylvania; Robert A. Hammer, to cover Illinois, Kentucky and parts of Indiana and Michigan; David Sherman, to cover parts of Michigan, Ohio and Indiana; Robert E. Keeler, to cover Colorado, Iowa, Nebraska and South Dakota; and David Laughon, to cover North Carolina, Tennessee and Virginia.

Edward E. Fay has been named assistant sales manager, southern district, Container Div. of **Pioneer Flintkote**, Los Angeles.

I. F. Schnier Co., Inc., San Francisco, has appointed Wilson L. Becker as San Francisco office manager and J. Hamilton as a member of the Los Angeles sales staff.

Somerville, Ltd., London, Ont., has appointed Alan G. Shillington vice president in charge of production and a corporate director. F. Clifford Lennox has been appointed a director and vice president in charge of sales. Also named to the board of directors is R. Pierce Reid.

M. Swift & Sons, Inc., Hartford, Conn., manufacturers of gold-leaf and hot-die stamping products, has opened a branch office at 3204 W. Sixth St., Los Angeles, under George E. Connors.

Globe Collapsible Tube Co., New York, manufacturer of drug and pharmaceutical tubes, has appointed Clement W. Brown, Jr., vice president and general manager.

Tupper Corp., Farmunsville, Mass., has announced the purchase of Textron's Blackstone, Mass. plant.

Hal Schleitwiler has been appointed manager of industrial relations of National Can Corp., Chicago.

Sigfrid W. Johnson has formed the Central Supply Co., P. O. Box 797, Milwaukee, Wis. In addition, Mr. Johnson has signed up with Atlanta Paper Co., At-

lanta, Ga., as manufacturers' agent on folding boxes, beer bottle carriers and corrugated containers. He will also continue with his line of **Obear-Nester Glass Co.** bottles and gummed tape for the Wagner taping machine.

C & A Holweg, Strasbourg, France, and Roto Bag Machine Corp., New York, have merged their respective sales and service organizations to form a new company to be known as the RotoBag-Holweg Div., Conapac Machine Co. Personnel of the new company will be drawn from Roto Bag Machine Corp. and Hol-Bag, Inc. Headquarters will be at 120 E. 13 St., New York. R. H. Schnoor of Roto Bag and J. C. E. Williams of Hol-Bag, Inc., will assume management of the new company. Eric Trimm will also join Conapac.

Charles F. Van Sweringen, packaging machinery manufacturer's representative, has moved to larger quarters at 52 Jackson Ave., Hackensack, N. J. William M. Green, Jr., and Everett Edgerton have joined Mr. Van Sweringen's organization.

James D. Studley has been appointed Chief of the Packaging Section of the Dept. of Army General Staff, succeeding James A. Sargeant, who is now Chicago manager of Container Laboratories.

**Dr. Robert B. Hobbs**, researcher in the field of organic fibrous materials, has been named chief of the paper section of the **National Bureau of Standards**. He will headquarter in Washington, D. C.

Charles Almy, co-founder of Dewey &

Almy Chemical Co., Cambridge, Mass., died on Jan. 22 at Massachusetts General Hospital at the age of 65. Together with Bradley Dewey, Mr. Almy formed the Dewey & Almy Chemical Co. in 1919 to serve the can-making industry. He was active in foreign trade circles. Mr. Almy, who



C. Almy

retired on Dec. 31 of last year, had been a consultant to Dewey & Almy for the last five years following his resignation as executive vice president in 1948.

Alexander M. D., Martin, sales manager at the Buffalo factory of the Hinde & Dauch Paper Co., Sandusky, Ohio, died on Jan. 5 at the age of 61.

Dana M. Hubbard, editor of *The Canner* magazine since 1932, died on Jan. 26 in Evanston, Ill.



## Bright-Printed Gaylord Boxes Sell Wherever They're Seen

More than just product containers, eye-catching Gaylord *quality* boxes are traveling salesmen, carrying your sales story along the channels of distribution . . . right into consumers' homes.

Our designers can call on a wide range of experience to help you get more advertising value from your boxes. For information and cooperation phone your nearby Gaylord office.

**GAYLORD CONTAINER CORPORATION** 

SALES OFFICES



General Offices: SAINT LOUIS, MO.

COAST-TO-COAST

CORRUGATED AND SOLID FIBRE BOXES • FOLDING CARTONS • KRAFT BAGS AND SACKS • KRAFT PAPER AND SPECIALTIES

**MARCH 1954** 

259



at lower than most other box prices!

Aristocrat

Chest



There are hundreds of stock plastic boxes to choose from. Standard and novelty boxes that do a smart merchandising job for any product; add eye-appeal plus the offer of a reusable container will result in increased sales.



If mold costs have prevented you from using a tailor-made box, here is a new opportunity for you. Harmon engineers will design a plastic molded box to meet your specific requirements without mold charges. Just send us a sample of your product with price limitation and quantities used annually; we will create a package and make full recommendations without obligation

Write or call for brochure or send your product for sample

The Harmon Company

331 Madison Avenue,

New York 17, N. Y.

MUrray Hill 7-7644



· LOW COST PACKAGING OF LIQUIDS AND POWDERS IN GLASS, CANS, BAGS, ENVELOPES AND BOXES.

Place your confidence in the modern, all-automatic plant facilities that can produce, package and process your food product at less cost to you.

Send us the raw materials—your headache ends there —we will compound, process and package your product ... ready for shipment, packaged to be a powerful advertising, merchandising and selling tool and on time to meet your commitments.

Complete warehousing and shipping facilities available. AIR CONDITIONED AND HUMIDITY CONTROL

## Beacon Packing Corp.

242 SOUTH 1st STREET, BROOKLYN 11, N.Y. EVergreen 7-5337

#### CYLINDRICAL PRINTING PERFECTION





For high speed decorating, piece-marking or trade

marking on plastic, wood, metal, cardboard, etc. Also models for flat or irregular shapes. 45 standard models

to choose from. Write for

#### MODEL C-32 FOR 1 & 2 COLORS COMPARE THESE FEATURES

- Automatic Hopper Feed & Conveyor Take-Off Prints From Inexpensive Rubber
- Prints From Inexpensive Rubber Plates
  Prints Any Shape That Can Be Rolled Such As A Hexagon, Pentagon, Etc.
  Prints One Or More Lines At The Same Time On A Portion Of, Or Completely Around Tube Accurate Color Registration Requires; Little Operating Skill Rapidly Adjusts To Different Lengths, Diameters



details.

MACHINE COMPANY 14-13 118th STREET COLLEGE POINT 56, N. Y.
OLDEST & LARGEST M'FR OF MULTICOLOR
INK PRINTING & HOT STAMPING MACHINES

# he CLOSSIEN, Produce

Automatic Cellulose

BANDING MACHINE

STANLEY BEVERIENCE COMMENT OF BOARD STANLEY ST

Economic Machinery Company
Division of Geo. J. Meyer Manufacturing Co.
Worcester 3, Massachusetts

The accompanying purchase order, #19773, for a second World Twin Unit Automatic Cellulose Banding Machine is evidence of the satisfactory performance of the first World Twin Unit Automatic Cellulose Banding Machine which we put into operation last August.

As you know, our first World Bander was teamed up with a World "Bee-Line" Labeler to put the cellulose banding operation on the same fully automatic, high production, low-cost-per-unit basis as the labeling operation. The results in terms of increased output, uniformly high quality labeling and banding, and reduced operating, expense have been very gratifying.

STANLEY HOME PRODUCTS, INC.

Originators of the Famous Stanley Hostess Party Plan

"Increased output" — "uniformly high quality" — "reduced operating expense"—"the same fully automatic, high production, low-costper-unit banding as labeling": that's the story on the World Bander in its users' own words.

The World Automatic Cellulose Banding Machine has the versatility and the capacity to fit right into the bottling line. One more slow, costly, laborious hand operation can now become a thing of the past.

World Banders apply plain bands of various diameter, printed bands and precisely spotted bands. They are available for 75, 150 or 225 containers per minute. For cost and delivery estimates write



This World Model 135 Automatic Bee-Line Labeler delivers clean, smooth, precisely labeled containers to the World Bander. Full automatic quality and quantity labeling and banding is the result.



Quick change-over to the various container shapes and sizes is readily effected on World Banders as well as Labelers.



ECONOMIC MACHINERY COMPANY
48 FREMONT ST. • WORCESTER 3, MASS.

DIVISION OF GEO. J. MEYER MANUFACTURING CO. CUDAHY, WISCONSIN, U. S. A.



## For your information

The Packaging Institute has elected E. H. Balkema, general chairman of Technical Committees and chairman of Technical Operations Committee, a PI vice president. This third vice presidency was created in recognition of the increasing importance of the work of the Institute's 28 Technical Committees, Current officers include: F. S. Leinbach of Reigel Paper Corp., president; vice presidents, R. Chester Reed of the Texas Co., Herbert T. Holbrook of Standard Packaging Corp. and Mr. Balkema, Colgate-Palmolive Co.

Distribution is being made of seven new standardized methods of testing both corrugated and solid fibre shipping containers as recommended by the Institute's Technical Committee on Shipping Containers chairmaned by Allyn C. Beardsell. The tests comprise tentative procedures for: "Conditioning Paper Board, Fiber Board and Paper Board Containers for Testing"-PI Shipping Containers 1t-53; "Testing Shipping Containers in Revolving Hexagonal Drum"-PI Shipping Container 2t-53; "Incline Impact Test for Shipping Containers"-PI Shipping Containers 3t-53; "Drops for Shipping Containers"-PI Shipping Containers 4t-53; "Compression Test for Shipping Containers"-PI Shipping Containers 5t-53; "Vibration Test for Shipping Containers"-PI Shipping Containers 6t-53 and "Testing Puncture and Stiffness of Paperboard, Corrugated and Solid Fibreboard"-PI Shipping Containers 7t-53. The Procedures are available from the Packaging Institute, 342 Madison Ave., New York 17, at 25 cents per test, or \$1.75 for the set.

The 8th Annual Symposium & Exhibit sponsored by the Point-of-Purchase Advertising Institute will be held at the Hotel Statler, New York, March 30 to April 1. An estimated attendance of 10,000 sales, advertising and administrative executives from all over the country is expected. Two merchandising clinics for advertising agencies and others interested will be featured whose panels will include representatives of advertising agencies and business organizations using point-of-purchase material. The Annual Symposium-Luncheon in the Grand Ballroom on Thursday, April 1, will be attended by 1,300 advertising and sales executives and advertising-agency heads. E. K. Whitmore of Oberly & Newell Lithograph Corp. is general chairman of the meeting and Alexander Haft of Haft & Sons, Inc., assistant general chairman. Harry Fenster of I. Fenster & Sons, Inc., William M. Harris of William Melish Harris Associates and Norton B. Jackson, executive director of POPAI, are in charge of general arrangements.

E. N. Funkhouser of the Dewey & Almy Chemical Co. has been elected president

of the Canning Machinery

& Suppliers Assn. C. K. Wil-

son of Food Machinery &

Chemical Co. is now vice

president; W. D. Lewis

was re-elected secretary;

and H. A. Miller of Burt

Machine Co. and J. C.



Swift of White Cap Co. were named to the board Funkhouser of directors. The associa-

tion's 47th annual exhibit was held in conjunction with the recent National Can-

ners Assn. convention.

The National Canners Assn. has elected E. E. Willkie of Pacific American Fisheries, Inc., as 1954 president, succeeding Louis Ratzesberger, Jr., of Illinois Canning Co. George B. Morrill, Jr., of Burnham & Morrill Co. was elected vice president and Carlos Campbell was named executive secretary and treasurer.

The 5th Western Packaging & Materials Handling Exposition to be held in San Francisco's Civic Auditorium, Aug. 17-19, is expected to be larger, both in number of exhibitors and in total attendance, than the 1952 show. It is reported that nearly all exhibit space has been sold out and exhibitors are concentrating on making their displays and demonstrations of even greater interest and value than in previous years. The exposition is sponsored by a board of 27 executives of the West's leading firms in the packaging and materials-handling industries including: Don L. Abshire of Goodyear Tire & Rubber Co., Inc.; Robert H. Braun of Robert H. Braun Co.; Thomas T. Bruffy of The Dobeckmun Co.; Glory P. Carlberg of Zellerbach Paper Co.; T. J. Costello of Reynolds Metals Co.; John C. Fischer of Sherman Paper Products Corp.; George N. Glendenning of Food Machinery & Chemical Corp.; R. L. Golden of Hyster Co.; James C. Hale of James C. Hale & Co.; Peter L. Heguy of New Jersey Machine Corp.; Hugh W. Hicks of Marathon Corp.; William H. Jaenicke of Mailler Searles, Inc.; Charles E. Jones of Western Package Products Co.; Ralph J. Jorgenson of Pacific Coast Foil Co.; E. J. Keefe, Jr., of Kimberly-Clark Corp.; Edward L. Kennedy of Southern California Plastic Co.; James P. Kinney of Yale & Towne Mfg. Co.; R. A. Lehman of Continental Can Co.; Francis R. Loetterle of National Starch Products, Inc.; Francis X. Mohan of Modern Containers, Inc.; F. Ashton Smith of Kaiser Aluminum & Chemical Sales, Inc.; Spencer Tilden of The Arabol Mfg. Co.; Fred Todt of Fred Todt Co.; J. Dwight Tudor of The Flintkote Co.; Karl Wuestenfeld of Crown Zellerbach Corp. and Alec Donald of King Sales & Engineering Co. Inquiries regarding the exposition can be addressed to the West Coast office of Clapp & Poliak, 681 Market St., San Francisco.

The Technical Assn. of the Graphic Arts is assembling and reviewing papers on technical problems in the graphic arts industry for its 6th annual meeting, May 10-11. Schroeder Hotel, Milwaukee. A program covering both private and cooperative research on printing problems will be presented. Additional information concerning the meeting is available from Richard Shaffer, Pratt Institute, Brooklyn, TAGA president, and from George Hammer, Forbes Lithograph Mfg. Co., Boston, TAGA secretary-treasurer.

The Wirebound Box Mfrs. Assn., 327 S. La Salle St., Chicago 4, has issued a revised, illustrated edition of the brochure, "What to Expect from Wire-bounds," which is being made available (This article continued on page 266)

What's doing

Mar. 11-Fragrance Foundation, Inc., Fifth Annual Convention, Plaza Hotel, New York.

Mar. 20-24-Envelope Mfrs. Assn. of America, Spring Meeting, Hollywood Beach Hotel, Fla.

Mar. 22-25-Folding Paper Box Assn. of America, Annual Meeting, Drake Hotel, Chicago.

Mar. 24-Apr. 1-American Chemical Society, Kansas City, Mo.

Mar. 29-31-National Paper Trade Assn., Annual Convention, Waldorf-Astoria, New York.

Mar. 30-Apr. 1-Point-of-Purchase Advertising Institute, Eighth Annual Symposium and Exhibit, Hotel Statler, New York.

Apr. 3-4-Packaging Machinery Mfrs. Institute, Spring Meeting, Hotel Dennis, Atlantic City, N.J. Apr. 5-64-The Society of the Plastics Industry (Canada), Inc., 12th

Annual Conference, Mt. Royal Hotel, Montreal.

Apr. 5-8-A.M.A. National Packaging Exposition and Conference, Auditorium, Atlantic City.

# Aerosol Valve by Precision



Complete assembled cup type valve for any one inch opening aerosol container. For all aerosol products. Protective domes offered in various colors.



Offered to those who prefer to use their own button design for aerosols or their own dispensing head for foam products.



For containers that have the valve mounting portion incorporated. Precision will supply the complete valve and stake the valve into the container end.



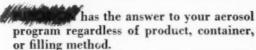


The foam type valve complete with dispensing head having its own locking device. . . . Foam type valve with dispensing head and protective dome. Can be obtained in variety of colors.





Glass container aerosol valve, complete with button and protective dome.



We invite your inquiry to enable our staff of aerosol valve technicians to work cooperatively in satisfying your valve requirements.



Frecision Valve Corporation



for SHEET PLASTIC

Here is a FREE pamphlet that's filled with practical ideas for fabricating sheet plastic at LOWER COSTS; shows how each job is done and illustrates the latest



SHOULD READ

## Learn about these LATEST developments in PLASTIC fabricating

CHECK SECOND BOX ON COUPON for free folder on following items:

- NEW DOUBLE EDGE BEADER DOUBLES your production by beading TWO parallel edges SIMULTANEOUSLY
- NEW CYLINDER FABRICATOR makes cylinders faster and ELIMINATES REJECTS with new automatic sizing
- A new ENTIRELY AUTOMATIC Cylinder Beader with removable and reversible die plates
- New INSTANT CREASER gives MORE rightangle creases in less time with fewer rejects
- New FOLDER that MOLDS desired fold and eliminates all tearing and cracking

| Taber |  |
|-------|--|
| MAY . |  |

#### INSTRUMENT CORPORATION

SECTION 12 111 Goundry St., North Tonawanda, N. Y.

□ Send me free booklet on NEW Plastic Fabricating Ideas.
 □ Send me free booklets on newly improved TABE?
 PLASTIC FABRICATING MACHINES.

COMPANY ADDRESS

CITY.....ZONE....STATE.....





W. H. SWANSON & COMPANY

Box 294

Manufacturers of Capping Machines and Equipment

WILMETTE, ILLINOIS





# Register got you up in the air?

Then look into the most dependable Registration Control available — RIPLEY, the result of over 20 years of research and development.

This highly sensitive Registration Control responds to all colors, including pale yellow and yellow on red... no change in method of scanning required to switch from opaque to translucent or transparent wrapping paper.

wrapping paper.

Don't wait — look into this today!

THE AMPLIFIER
Ruggedly built of
heavy gauge steel
—may be mounted
on or away from
the machine. Responds to a .5
millisecond impulse from the
photo-tubel



THE SCANNER
The Super-Sensitive RIPLEY Scanner is compact
and simple to
install. Operation
is initiated by a
change in the
intensity of light
reaching the
photo-tube.



Specify RIPLEY!

| RIPLEY CO., I                   | NC. MIDDLET                             | OWN, CO | NN.     |
|---------------------------------|---|---------|---------|
| Please send n<br>your Registrat |   |         | on      |
| NAME                            | *************************************** |         | er-tone |

CITY STATE PLEASE PRINT

## For your information

(This article continued from page 262) to those concerned with packing and shipping industrial or commercial products. The brochure covers the construction principles of wirebound shipping containers, the four basic styles of wirebound boxes, typical wirebound pallet boxes for materials-handling needs, and how wirebound boxes and crates result in lowering over-all lower packing costs.

The American Institute of Management has certified 12 companies in the packaging field as being "excellently managed." Anchor Hocking Glass Corp., Armstrong Cork Co., Container Corp. of America, Corning Glass Works, Hazel-Atlas Glass Co., The Hinde & Dauch Paper Co., International Paper Co., Libbey-Owens-Ford Glass Co. and Owens-Illinois Glass Co. received the award for the fourth consecutive year. American Can Co. received it for the second time and Continental Can Co., and Inland Container Corp. for the first. Only 348 companies out of 3,000 leading concerns reviewed received the designation for the year 1953. The Institute uses a point system for rating 10 key factors in each company -economic function, corporate structure, health of earnings growth, fairness to stockholders, directorate analysis, research and development, fiscal policies, production efficiency, sales vigor and executive evaluation. A list of the 348 concerns given certificates of excellent management is being published in the foundation's "Manual of Excellent Managements" and is being distributed to members. Copies are available from the American Institute of Management, 125 E. 38 St., New York.

Announcement has been made of the publication of National Bureau of Standards Miscellaneous Publication 209 entitled "Report of the Thirty-Eighth National Conference on Weights and Measures, 1953." It contains the addresses and reports on weights and measures given at the NBS conference last May. This 116-page report covers such topics as pre-packaged foods, flour weights, automatic packaging machinery, electronic sales, technicalities in weights and measures court cases, and recommended methods of sale for pickles and pickle products in package form. For copies, priced at 40 cents, write to the Government Printing Office, Washington 25, D. C.

A Plant Maintenance Conference, to run concurrently with the West's first Plant Maintenance Show, is scheduled to be held in the Pan Pacific Auditorium, Los Angeles, July 13-15, under the direction of L. C. Morrow, consulting editor of Factory Management & Maintenance Magazine. Exhibits and discussions will cover sanitation, replacement of parts, preservation of facilities and equipment, safety devices and measures, painting, polishing, waxing, industrial design and supplies of every sort which do not actually become a part of the finished product. The show is aimed at industrial efficiency that will have an effect on lowering production costs. Applications for exhibit space are being accepted through Clapp & Poliak, Inc., exposition managers, 341 Madison Ave., New York, and 681 Market St., San Francisco.

At the recent annual winter meeting of the Textile Bag Mfrs. Assn. Clarence E.



C. E.

Elsas of Fulton Bag & Cotton Mills was elected president for a second term. New officers include: vice president, Richard K. Peek of Percy Kent Bag Co.; members of the executive committee: A. H. Ames, M. J. Anderson, Jr., J. J. Eshleman, M. M. Feld, James Dowling, H. V.

Howes, F. H. Ludington, G. D. Morgan, T. J. Semmes, L. O. Sprosty, Joseph Werthan. At the meeting, speakers from the cotton and burlap industries outlined business prospects for the coming year. Plans were announced for the association's annual summer meeting to be held during May in Hot Springs, Va.

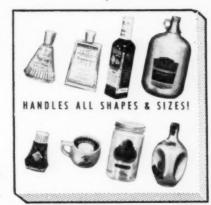
The seventh consecutive Canadian International Trade Fair is scheduled to be held May 31 to June 11 in Toronto. Manufacturers of a variety of products from 20 countries are said to have booked exhibit space. This year's Trade Fair promises to break all records with an all-time high of 185,000 sq. ft. of space booked by the end of January. More than half the Fair will contain Canadian products, but large blocks of space will house exhibits from the United Kingdom, Germany, France, Belgium, Austria, India, Japan, Italy and the United States.

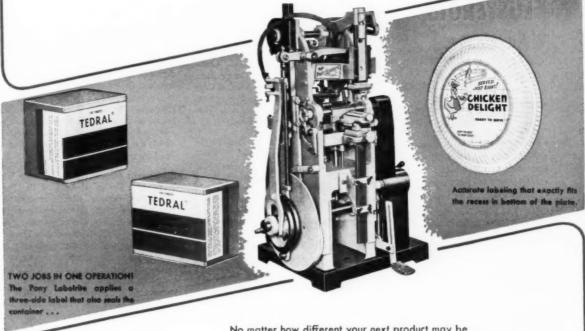
Sales of housewares and other related non-food products through the nation's supermarkets in 1954 are expected to exceed by far the \$135 million of 1953, according to figures revealed at a three-day meeting of housewares service distributors held recently in Chicago. Allen Levis, president of American Rack Merchandisers Institute, stated that more than 75% of the country's supermarkets now carry

# The ONE LABELER that handles all containers!

Time and again this versatile labeling machine solves problems that baffle others.

Registers precisely on panels, in recesses, and on curves . . .





Ask to see the Movies! No matter how different your next product may be in shape or style of label, the production man, as well as the Sales department knows it can be handled on the equipment you already have . . . if its

the PONY LABELRITE®

536

## NEW JERSEY MACHINE Corporation

MAIN OFFICE & FACTORY:

AUTOMATIC LABELING . PACKAGING

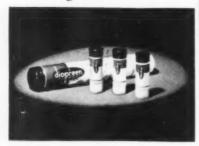
EMW.

PAPER BOX MACHINERY . MAKERS OF THE PONY LABELRITE

FACTORY SALES AND SERVICE BRANCHES in CHICAGO-CINCINNATI-LOS ANGELES

1510 WILLOW AVE., HOBOKEN, N. J.

# Look at Your PACKAGE!



# Does it have these LUSTEROID Advantages?

Does your package give you:

- . MINIMUM WEIGHT
- . PRODUCT VISIBILITY
- COMPLETE PROTECTION
- . PRINT-ABILITY
- . UNLIMITED COLORS
- . SAVINGS IN LABELING
- . SAVINGS IN HANDLING
- . SAVINGS IN SHIPPING
- . RE-USABILITY

LUSTEROID vials and tubes combine all these advantages in distinctive plastic containers to meet your standard or special needs. Sizes from ½" to 1½" in diameter and lengths up to 6". Cork, slip-on, or screw-cap closures.

Write for samples and prices.



12 West Parker Avenue, Maplewood, N.J.

## For your information

housewares. The ARMI association has grown 20-fold since its formation in 1950 and its membership, in addition to service distributors, now includes 110 manufacturers of products that are merchandised through supermarkets. According to the manufacturers, this was the first time in the history of the housewares industry that a meeting was held for them exclusively devoted to packaging and point-of-sale display material for their products. More than 140 sq. ft. of display space were utilized for exhibits.

At the 2nd Canadian Package Design Forum held in Toronto recently, 69 Canadian companies and designers were presented with awards for "outstanding contributions to consumer and industrial packaging." The awards marked the culmination of the 1953 Canadian Consumer Package Competition and the 1953 Canadian Industrial Containers Competition, sponsored by the Packaging Assn. of Canada. Robert G. Neubauer, packaging consultant of Bridgeport, Conn., was keynote speaker at the evening banquet.

The Packaging Engineers Society of New England recently viewed a three-dimension color movie, "Packaging—The Third Dimension." The first business film of its kind, it takes the viewer on a tour of a Stone Container Corp. corrugated box factory and emphasizes the merchandising value of color for shipping containers. L. Robert Light, director of design for Stone Container, gave a talk on color for containers.

"The Impulse Payoff," a DuPont Film Department color movie, won first place at the Kentuckiana Film Festival sponsored by the University of Louisville. The film, stressing the importance of eye-appeal packaging and good display techniques at retail level, was voted top honors in the sales promotion and marketing category by representatives of industry, business and education. The film was produced by Jim Handy Organization, Detroit, and is available to DuPont's customers and prospects, along with "Watch Your Stop" and "Split Second Selling," which are training films for wholesale bakery and house-to-house bakery salesmen, respectively.

At a recent meeting of the board of directors of the National Flexible Packaging Assn., three general meetings were established as follows: Spring meeting, held March 3, Hotel Statler, Cleveland; Fall meeting, Sept. 23-24, Moraine in the Lake, Highland Park, Ill., and annual meeting, Dec. 2, Biltmore, New York.

The fifth annual convention of The Fragrance Foundation, Inc., scheduled for March 11 at the Plaza Hotel, New York, is featuring a five-year review of its activities and its future plans. Merchandising and marketing ideas will be discussed and an election of officers and directors will take place.

Military Specification MIL-P-197A for packaging anti-friction bearings has been approved by the Army, Navy and Air Force. It replaces JAN-P-197 and its Amendment 1 and supersedes Military Specification AN-P-36a. It completely revises the former specifications used in the preservation and unit packaging of antifriction bearings, now requiring that bearings be packaged in rigid containers, either metal cans or plastic or glass vials. Methods IA-8 and IB-2 are still allowed for bearings other than instrument bearings within stated dimensions and weights. Definitions of various categories of bearings and tables of preservative compounds to be used on each are contained in the new specification and it establishes physical standards for plants in which the preservation and packaging of bearings is to be done.

At a recent meeting of the Chicago Section of the Technical Assn. of the Pulp and Paper Industry, allergic reactions to materials entering the manufacture of food containers was the subject of a talk presented by Dr. T. G. Randolph. The talk was accompanied by slides detailing reactions of various cartons and containers to the iodine test for starch. E. C. Berg of Ace Carton Corp. presided at the meeting. C. I. Macnair of Acme Steel introduced the speaker. Charles Krebs of Atlas Boxmakers was program chairman.

The Label Mfrs. National Assn., Inc., recently re-affirmed the Trade Customs which have been in existence within the industry for many years. The re-affirmation was based on a study indicating that there has been little change in the customs governing the buyer-seller relationship during the past 30 years. Trade Customs are trade usages or rules of conduct adopted by members of the industry and enforced by common consent years ago, which are enforced today in courts of law. Copies of the Trade Customs may be had on request to the Label Mfrs. National Assn., Inc., 1700 Eye St., N.W., Washington 6, D. C.

At the recent winter meeting of the Steel Shipping Container Institute, Inc., Anthony Giammanco, president of the Cen-(This article continued on page 272)



## with a new twist by Nashua

You can trace the sales success of most Nashua waxed paper wraps to distinctive design, good printing and of course, the high quality of Nashua's waxed paper. There are times, however, when Nashua is called upon to supply something more, as in this wax twisting paper developed for the candy industry.

Ordinary wraps for kisses, salt water taffy, and chewing gum tore when twisted on new high-speed machines at rates up to 600 pieces per minute. Nashua developed a specially plasticized waxed paper with an equal number of fibers each way, to equalize the paper strength. This cross grain twisting paper will not tear in wrapping, gives a tight twist at high and low speeds.

You may not be concerned with the twisting of waxed paper at high speed, or even with wrapping candy. But you are vitally interested in the impression your package wrap makes - its originality of design, sales-appeal, and how well it protects product freshness and flavor. Here Nashua, with its experience in designing and printing waxed paper wraps, can help "make paper make money for you".

See us at the Packaging Show-Booths 229, 231, 233.

#### HUA CORPORATION



Everything in Flexible Packaging that Sells

#### **DESIGN / PRODUCTION**

BOX STAYS . GUMMED PAPERS . HEAT SEAL PAPERS . FLOCKED PRODUCTS TAPE . SEALING TAPE . MOISTENING MACHINES . TECHNICAL PAPER PRODUCTS

PRINTED FILM . WAXED WRAPPERS . BOX PAPERS PARTY PAPERS PRINTED BANDS . CORRUGATOR'S

The Forgrove machine, distributed by the Package Machinery Company, and the Rose machine, distributed by American Machine and Foundry Company, are the fastest twisting machines in the candy industry.

**MARCH 1954** 

269



Light is a devastating enemy of many delicately flavored products. For beer, Continental scientists have developed special cans that in addition to being light-proof, have high resistance to internal pressure.



The packers' can, as Continental has developed it, is the best defense of processed foods against air-borne bacteria and spoilage. Side seams are soldered; tops and bottoms are double seamed.





For bulk shipments subject to rough handling, Continental supplies light-weight fibre drums. A fall or blow that might shatter a heavy, rigid container only bends the walls of a Continental drum.



Water, weather and humidity can quickly destroy the quality of many foods. Among the many moisture-resistant packages made by Continental is this foil envelope widely used for protecting dehydrated and powdered food products.





A paint can that admits air will oxidize paint, cause wasteful "paint skin" formation. Continental's "Tripletite" cans put three layers of metal on guard at the lid and lid seat, keep paint fresh to the last brushful.





When fresh fruits and vegetables are packed in see-through packages or bags, there's no temptation for shoppers to handle them. Handling, of course, is unsanitary. It also leads to bruises which hasten spoilage.

## 25 ways a package can protect

#### WHICH ARE IMPORTANT TO YOUR PRODUCT?

The first duty of a package is to *protect* its contents. If a package fails to do this, there may be no first sale of a product. And there surely will be no repeat business.

A package begins its work of protecting the instant a product leaves the filling machine. Its job is not complete until the last bit of its contents are consumed—often months after the original purchase.

Through the years, Continental packaging experts have given more thought to protection than to any other packaging feature. Their work constantly becomes more complex as more ways are found to guard products against things that may rob them of flavor, aroma, texture, appearance or other important qualities.

#### Tailor-made protection

Modern creative packaging permits tailoring of protection to order, against more than a score of hazard classifications, singly or in combination. Among the many enemies of quality which creative packaging can defeat are:

- 1. Water and moisture.
- 2. Dryness or drying out.
- 3. Temperature changes.
- 4. Corrosion, rust or tarnishing.
- 5. Mildew, mold or fungi.
- 6. Bacterial action.
- 7. Loss of flavor or strength.
- 8. Escape of volatile ingredients.
- 9. Loss of natural aroma.

- 10. Absorption of foreign odors.
- 11. Insect contamination.
- 12. Attack by rodents or other animals.
- 13. Breakage, sifting or leaking.
- 14. Contamination by handling.
- 15. Pilferage.
- 16. Damage in transit or handling.
- 17. Deterioration or destruction in storage.
- 18. Contamination by dust or dirt.
- 19. Abrasion.
- 20. Light penetration.
- 21. Change in weight by evaporation or absorption.
- Chemical reactions between product and container.
- 23. Air-borne gases, such as sulphur compounds.
- 24. Damage by exposure to air or lack of air.
- 25. Damage by misuse of product.

Once the threats to a product are determined, Continental scientists are able to move quickly to combat them. For example, they have developed some twenty-five different kinds of enamel linings to prevent reaction of acid foods with metal. A foil wrap developed for butter will prevent its absorption of odors from cheese which may be displayed along side it in the same refrigerated case. Other examples of Continental's protective ingenuity are illustrated on the opposite page.

With a host of packaging materials to work with, and the most modern of laboratory resources, Continental packaging people are constantly finding more efficient ways to protect the quality of foods and other commodities. As this knowledge is expanded, it becomes ar integral part of our tailor-made package service which is used by thousands of packers and processors.









.. novelty packages for every holiday . . a size for every requirement.

Consult us on Inexpensive STYROFOAM Custom PACKAGES



## For your information

(This article continued from page 268) tral Can Co., Inc., was elected a director to fill the vacancy caused by the resignation of O. S. Witherell, retired. Discussions at the meeting indicated that members of the industry believe that volume for the first quarter of 1954 will compare favorably with the fourth quarter of last year and that the increasing demand for small packages and lined containers will continue throughout the year. Inventories in the hands of purchasers were reported at the lowest ebb in many years. The group was concerned with continued research for improved lined containers and improved methods of constructions. Members expressed the opinion that completely new packages may be developed during the current year, particularly in the heavy-drum classification. Continued cooperation with the Manufacturing Chemists' Assn. and the PI Petroleum Packaging Committee was discussed.

At the recent annual meeting of the National Wooden Box Assn. in Chicago Curt F. Setzer of Glenco Forest Products. Inc., was elected president to succeed R. F. Miles of Rathborne, Hair & Ridge-

The Commerce Department's Commodity Standards Div. has submitted a proposed Simplified Practice Recommendation for Retail Containers Sizes (Net Weight) for Frozen Fruits and Vegetables to frozen food packers, wholesale and retail organizations, and others interested in these products, for comment or acceptance. The proposed recommendation is based on a survey of industry practice with respect to container sizes by the Committee on Simplification of Containers of the National Assn. of Frozen Food Packers and the proposal for simplification is limited to the net weight of a selected list of 19 fruits and vegetables. Mimeographed copies of the proposed recommendation are available from the Commodity Standards Div., Office of Technical Services, Dept. of Commerce, Washington 25,

As a service to canners, National Container Corp, Dept. M, 7 Central Park W., New York, has issued a digest entitled "Facts for Canners About Freight Damage," based on the Final Report of the Transportation and Packing Survey, Simplified Practice Recommendation 146-52, United States Dept. of Commerce, and other sources. The aim of the survey was to learn and disseminate all available facts about damage to goods packed in corrugated and solid fibre boxes, and shipped by rail.

H. R. Shepherd, vice president and director of research of the Connecticut Chemi-



Shepherd

cal Research Corp., Bridgeport, Conn., is the new chairman of the Aerosol Div. of the Chemical Specialties Mfrs. Assn., succeeding Dr. E. G. Young of E. I. duPont de Nemours & Co., Inc. Mr. Shepherd was also chosen a member of the associa-

tion's board of governors at the recent CSMA annual meeting in Washington.

The second in the 1954 series of roundtable discussion meetings scheduled by the Package Designers Council to enable designers and others in the packaging industry to talk over mutual problems was recently held in New York. Public relations for the professional package designer was the subject of this meeting. Non-members interested in any aspect of packaging will be welcomed to six of PDC's future dinner meetings, for which programs have been devised to further understanding between the designer, the packaging supplier and the client. Topics planned include: "Boxes and Labels," 'Flexible Packaging," "Metal, Glass and "Package Plastics," Pre-Evaluation. "Color in Packaging" and "New Horizons." For information, write Karl Fink, Chairman, PDC Program Committee, 515 Madison Ave., New York 22.

Judges of the National Paper Box Mfrs. Assn.'s 1954 Box Competition are: Mrs. Virginia McCone, Ladies Home Journal; A. P. Bondurant, Glenmore Distilleries; Kenneth S. Omer, General Electric Co.; E. H. Balkema, Colgate-Palmolive Co.; Milton R. Schuette, J. L. Hudson Co.; Raymond Loewy, Raymond Loewy Associates; Milton L. Fitch, Howard-Wesson Co.; Robert S. Dunlop, Dominion Paper Box Co.; Walter Hilliard (retired), Dennison Mfg. Co.; A. Craig Smith, Gillette Co. Winners of the competition will be announced at the NPBMA annual meeting. May 16-19, Drake Hotel, Chicago.

Kimble Glass Co., a subsidiary of Owens-Illinois Glass Co., has published a booklet entitled "Owens-Illinois Tells the Kimble Glass Story," designed as a reference book for the industry. The book, which reproduces Kimble advertisements that have appeared in Fortune and Newsweek magazines, serves as an informative and accurate document on Kimble Glass and its products. A limited number of these books are available on request to Kimble Glass Co., Toledo 1, Ohio.



#### CYLINDER LIFE DOUBLED-PERFORMANCE PROVED!

Pre-tested by three printing concerns for the past 12 months, using Foil, Paper and Board Stock, it has been clearly established that Aluminum Base Cylinders run cooler . . . that the register is better . . . and that Aluminum Base Cylinders will produce over 100% more impressions than heavy weight bases!

#### HANDLING FAR EASIER!

Aluminum Base Cylinders weigh much less. A 450 pound cylinder used for carton work was reproduced on Aluminum to weigh only 145 pounds. A 145 pound cylinder used for wax paper was reproduced on Aluminum to weigh only 32 pounds. Profit by the ease of handling a lighter SGS cylinder in your plant!

#### SHIPPING COSTS FAR LESS!

Shipping in new special containers by air or truck is much simpler. Naturally with the ease of shipping, plus much less weight - shipping is now less costly. You will cut costs drastically when you use lighter SGS Cylinders in your plant!

Phone, wire or write for details today!

### SOUTHERN GRAVURE SERVICE, Inc.

2823 SOUTH FLOYD STREET . LOUISVILE, KENTUCKY MAIL ADDRESS P. O. BOX 1641, LOUISVILLE, KENTUCKY . PHONE CALHOUN 5443

WEST COAST PLANT

SOUTHERN GRAVURE SERVICE of CALIFORNIA, Inc. 1841 ADELINE STREET, OAKLAND, CALIFORNIA . PHONE: TEMPLEBAR 6-3945



cylinder service plant in America! . .

Photographic Preparatory — Cylinder Base making — Cyanide Copper Plating

- Acid Copper Plating - Engraving -

Chrome Plating and Proofing. . . Reconditioning - repairs or Rechrome,

48 hours! . . Fast service covers

every size cylinder - every operation, including chrome

plating... SGS delivers in 3

weeks! . . SGS is licensed to use the DULTGEN

PROCESS..SGS are not printers and

have no financial

interest in any printing firm.



We're busy getting ready for the Packaging Exposition in Atlantic City the fifth of April.

You are cordially invited to visit with us there during the exposition...to sit down with us and talk over any packaging problems you may have.

We're hoping to see you . . . so, stop in, won't you?

Go first to the people who are first!







fresh...frozen...fried or functional products



## LANCOTE® MULTI- PRINTING

ON PLAIN OR LAMINATED PLASTICS

Everyday necessities or taste-tempting luxuries display their virtues through sparkling, transparent films... every package its own best salesman. Fine reproduction with LAMCOTE MULTI-COLOR PRINTING can add colorful brand emphasis for your product, whether it's a tool or a tomato. Ask us to show you how!

Send us a sample of your product We'll design a LAMCOTE multi-color printed film (or foil) package to make it call for quick attention, win new impulse sales.

LAMCOTE PACKAGING DIVISION OF

ARVEY CORPORATION

PLANTS:
3462 N. Kimball Avenue, Chicago 18
300 Communicacy Avenue, Jersey City A

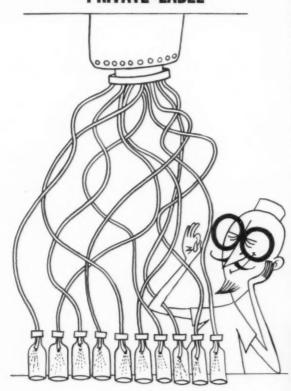
Ask us to show you how!

PRINTERS . CONVERTERS . FABRICATORS . LAMINATORS. TRANSPARENT FILMS . FOILS . . . ROLLS . SHEETS . BAGS

Visit us at the A. M. A. Show

Booth 122-124

### RINGWOOD CHEMICAL CORPORATION ANNOUNCES INCREASED FACILITIES FOR LIQUID PACKAGING UNDER PRIVATE LABEL



You no longer have to struggle with your liquid packaging problems. Ringwood's staff of chemists and packaging experts, as well as their completely automatic filling line, are at your service. And it all can be done under your label.

Ringwood is equipped to package liquids in either bottles or cans, and offers you assurance of quality control of your products from start to finish. At the same time, if you are in need of formulation assistance, our research and development staff are on call. The prices for liquid packaging under your own label are the lowest possible, and our location is ideal for shipping. Write today for further details. Take advantage of Ringwood's 22 years of packaging experience.



#### RINGWOOD CHEMICAL

CORPORATION

1 CHEMICAL ROAD, RINGWOOD, ILLINOIS
(Formerly the Edwal Laboratories, Inc.)



Save two-thirds of your valuable floor space with the A-B-C Short Case Sealer—with increased packaging efficiency, more speed, less expense... Automatically glues, folds and seals either or both top and bottom flaps of shipping cases in one operation. Made in eight models to fit any production requirement. Hot air heaters dry the glue in one-half the time. Speeds up to 30 cases per minute.

## TOP QUALITY CASE HANDLING EQUIPMENT

Whatever your packaging job, A-B-C has a production proved machine for you—case sealers, unloaders and unscramblers, side sealers, and hand gluers.



See A-B-C Sealers in Operation at the Chicago PACKAGING SHOW Booth 732-736, April 5-8

A-B-C PACKAGING MACHINE CORP.



BRADLEY has a rigid plastic box for your Product



No. 36

No. 30 2 1/8" x 1%" x 3/8" (with slide cover)

Over 500 different rigid Polystyrene plastic boxes in a tremendous variety of sizes, shapes and other features . . . available from STOCK MOLDS.

We will also design a box to your product's specifications. Send for our latest catalog . . . visit our new factory and showrooms when in Chicago.

World's Largest Assortment of Rigid Plastic Boxes

BRADLEY

1652-54 North Damen Ave.

x 1-7/8" x 1%"

Chicago 47, III.

Brand Cellophane Stocking, as filled with mfr's, product and affixed with a Triumph For More Sales and Profits - Feature TRIUMPH BRAND HOLIDAY PACKAGES CHRISTMAS STOCKINGS CELLOPHANE POLYETHYLENE VINYL FLANNEL The world's largest and most com-plete selection. Gay materials. Gala Bindings. Choice of many sizes. CHRISTMAS TOPPERS Designed by renowned greeting card illustrators. Colorful. Varied subjects. Advantageous imprint areas. Many sizes. Great idea! Unexcelled finishing and closure feature for Stockings and Bags. Illustrating a Triumph EASTER PACKAGES Illustrating a Triumph Brand Netting Stocking filled with the maker's goodies and "closed" with a Triumph Brand "Candy Cane" Topper. Basket and Bunny Closure Cards intriguingly affixed to Netting or Polyethylene bag forms make for Happiest Easter Selling. NOVELTY BAGS Designed of Netting or Polyethylene and made in a variety of interesting shapes and sizes. Sewn or heat scaled. FREE CATALOG Send for Copy...Today! **Novel TRIUMPH BRAND Packages** TOPPERS sparkle with Year 'round Holiday Selling Appeal!

Write for Details - Inquiries Invited!

HEAT SEALING

SHEETING

ANIMALS COWBOYS CLOWNS

Several of the above are offered for idea value only.

Let us have your suggestions, Strict confidence assured.

## JAMES THOMPSON & CO., INC. 112-114 PRINCE STREET, NEW YORK 12, N. Y. ~ Est'd. 1860 ~

SEWING

SEE COMPLETE LINE BOOTH 1332, NATIONAL PACKAGING EXPOSITION Atlantic City, April 5 to 8, 1954

SLITTING

DIE CUTTING

Branch: 113 W. HUBBARD STREET, CHICAGO 10, ILL.

## U.S. patents digest

This digest includes each month the more important patents of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps not accepted. Edited by H. A. Levey

Machine for Making Printed, Corrugated Box Blanks, M. H. Sidebotham, Winchester, Mass. U.S. 2,662,452, Dec. 15. A machine for making printed, corrugated, paper containers, comprising means for causing two webs of paper to travel; corrugating rolls for operating on one of the webs; means for applying heat to the other web, then adhesively connecting corrugated web to other web to provide a single-faced corrugated web.

Carton, W. C. Storer and A. L. Rotruck (to Celanese Corp. of America, New York, N.Y.). U.S. 2,662,638, Dec. 15. In a carton for storing and shipping separate packages of yarn arranged in superposed layers, each of said packages being apertured at the top and bottom thereof, a plurality of intermediate shelves between said layers, each intermediate shelf being supported by the layer of packages beneath.

Shipping Package. W. Gill and S. S. Nicholson (to American Can Co., New York, N.Y.). U.S. 2,662,649, Dec. 15. A unitary package for shipping and storing articles of substantial weight, comprising a plurality of articles arranged in contiguous relation in uniformly staggered rows.

Dispensing Container and Slitted Resilient Valve Therefor, J. Schmidt, (to Crown Can Co., Philadelphia, Pa.). U.S. 2,662,668, Dec. 15, A dispensing container for pressurized fluids comprising a valved closure having a cylindrical body member of resilient material, an integral annular flange extending laterally from the outer end of said body member and disposed in scaling engagement with an opening in said container.

Dispensing Container and Slitted Resilient Valve Therefor, J. Schmidt, (to Crown Can Co., Philadelphia, Pa.). U.S. 2,662,669, Dec. 15. A valved container closure for use with pressurized-fluid containers comprising a cylindrical body member of resilient material, an integral annular flange extending laterally from the outer end of said body member, an axial bore entering the outer end of body member and extending partially therethrough, body member having a plurality of longitudinal slits extending therethrough.

Multicell Collapsible Carton, H. V. Bolding (to The Bradley & Gilbert Co., Louisville, Ky.). U.S. 2,662,682, Dec. 15. A cellular carton formed from a single blank of sheet material comprising side walls, end walls collapsible outwardly along their vertical median lines, a bottom wall collapsible inwardly along its longitudinal median line, a longitudinal partition centrally disposed within the carton integral with said bottom wall and movable upwardly into the carton on collapsing of the bottom wall.

Collapsible Partitioned Carton, K. T. Buttery (to Sutherland Paper Co., Kalamazoo, Mich.). U.S. 2,662,683, Dec. 15. A collapsible partitioned carton comprising side walls, complementary end-wall members hingedly connected to the ends of the side walls, pairs of end longitudinal partition members hingedly connected to the inner edges of end-wall members and hingedly connected to each other at their upper edges.

Carton Structure, L. J. Robins (to Add-A-Handle Corp., Chicago, Ill.). U.S. 2,662.684, Dec. 15. A carton having top and bottom walls, side walls and end walls from which a handle may be struck to expose the contents and provide means for carrying the carton, the handle portion forming an integral part of the carton walls from which it is separable along weakened areas defining a strap which extends across a midportion of the top wall and terminates in the upper portions of adjacent end walls.

Tape-Dispensing Mechanism with Blade Guard, O. P. Erhardt (to Derby Sealers, Inc., Derby, Conn.). U.S. 2,663,369, Dec. 15. In a device for dispensing pressure-sensitive tape, a frame, means thereon for rotatably supporting a supply roll of tape and a severing blade fixedly supported on frame in a position spaced from the supply roll.

Jar Unscrambler and Inverter, C. E. Dascomb (to The Welch

Grape Juice Co., Inc., Westfield, N.Y.). U.S. 2,663,401, Dec. 22. In a machine a rotatable star wheel having peripheral spaced recesses each adapted to accommodate an article, an endless conveyor movable in spaced tangential relation to the star wheel, conveyor being provided with fixed receptacles longitudinally spaced therealong and adapted, when a receptacle and a recess in the star wheel come into complemental relation, for withdrawing an article from the recess and conveying said article along the path of the conveyor.

Can and Tumbler Package, T. W. Foster (to Container Corp. of America, Chicago, Ill.). U.S. 2,663,413, Dec. 22. A package comprising two cans having chimes at their opposite ends, a flared top article and a carton adapted for packaging and displaying the cans and flared top article in a single row, carton comprising top, bottom and side walls, top and bottom walls having integral tabs folded inwardly and engaging chimes of cans to prevent longtitudinal displacement.

Packing Element, E. B. Kincaid (to Container Corp. of America, Chicago, Ill.). U.S. 2,663,417, Dec. 22. A packing element comprising a substantially oblong strip of corrugated paperboard cut and scored to provide two panels spaced apart lengthwise of strip, a pair of straps extending between said panels at opposite sides of strip severed therefrom at their inner edges and respectively attached to the inner edges of panels along transverse fold lines.

Can, H. Sebell (to Reynolds Metals Co., Richmond, Va.). U.S. 2,663,455, Dec. 22. A can for a brushable liquid comprising a can body, a closure-receiving collar situated with top end of can body, peripheral edge portion of collar being secured to top edge of can body with a lock seam.

Closure Cap, A. D. Schults and F. C. Schwendler (to Eaton Mfg. Co., Cleveland, Ohio). U.S. 2,663,456, Dec. 22. A closure for containers comprising a cap member having an annular channel section, a plate section secured to the channel section adjacent the open axial end of the channel section and disposed centrally thereof, providing a cylindrical recess bounded on one end by the plate section and on its external periphery by the channel section and having a locking member.

Container for Pharmaceuticals and the Like, F. E. Brown, Burbank, Calif., (to F. M. Turnbull, Los Angeles, Calif.). U.S. 2,663,461, Dec. 22. A dispensing-type capsule for containing and dispensing a dosage of a contained material, said capsule including: a body portion providing a storage zone adapted to contain material, body portion having a closed end and an expelling end.

Container Having a Flexible Nozzle and a Flexible Cap, G. W. Benbury and H. W. Ingham (to The Pennsylvania Salt Mfg. Co., Philadelphia, Pa.) U.S. 2,663,463, Dec. 22. In a container formed of flexible material, a neck terminating in a flexible nozzle, a flat sealing surface formed on the end of said nozzle, a closure for container adapted to fit over the end of nozzle having an end portion and a flange portion.

Food-Dispensing-Apparatus Control System, W. L. Bendz (to Westinghouse Electric Corp., East Pittsburgh, Pa.) U.S. 2,663,477, Dec. 22. Apparatus for controlling a food-dispensing system including a container and means for projecting food into said container, comprising in combination means for projecting a beam of radiant energy on said container and means responsive to the resultant beam of radiant energy emitted by said container when it is in a position to receive said food.

Container-Filling Machine, W. deBack (to Food Machinery & Chemical Corp., San Jose, Calif.). U.S. 2,663,480, Dec. 22, A container-filling machine comprising a rotary liquid supply tank, a compartmented cover adapted to seal interior of tank from atmosphere and means for openly connecting cover compartment to a source of vacuum.

Filling Machine, F. W. Krueger and W. deBack (to Food Machinery & Chemical Corp., San Jose, Calif.). U.S. 2,663,481, Dec. 22. A filling machine comprising a source of vacuum, a

# MANY Styles and Sizes

...BUT ALL ANCHOR CAPS
HAVE THE SAME QUALITIES

EACH of Anchor Hocking's fourteen types of metal and molded closures is designed for a specific purpose, yet each embodies the same qualities that provide dependable seals, low cost application, attractive appearance and ease of removal.

The outstanding qualities of Anchor Caps are the result of practical research and engineering, careful selection, testing and control of raw materials, high manufacturing standards and thorough quality control through laboratory tests and regular inspections.

If you package or contemplate packaging in glass let us recommend and send samples of the closures best suited to your particular needs. The services of our Package Engineering and Research Laboratories are also available to help you solve glass packaging problems.





Anchor® C.T. Caps are available in 20 sizes— 18 to 120 mm.—lacquered, coated or decorated. Deep rolled thread contacts underside of glass thread, exerts even pressure, effecting a uniformly tight, dependable seal.



ANCHOR HOCKING

GLASS CORPORATION LANCASTER, OHIO

The Most Famous Name in Glass

**MARCH 1954** 

279



When doughnuts are baked for fast sale, no other packaging material offers more in appearance, taste and quality.

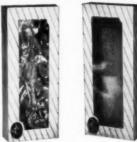
Celanese\* acetate film is the crystal-clear sparkling film for window boxes. Its excellent moisture-vapor transmission eliminates sweating... protects doughs from sogginess... stops icings and sugar coatings from sweating and going soft.

Celanese acetate film can mean tastier, fresher, faster selling doughnuts, pies, cakes and frozen pastries. Check with your package supplier, or write us for additional information. Remember, acetate is unlike other films. Resists cockling and shrinkage. When uncoated it "breathes" off unwanted moisture . . . stays crisp and sales appealing. Celanese Corporation of America, Film Department 108-C, 290 Ferry

Street, Newark 5, New Jersey.

Canadian affiliate, Canadian Chemical Company, Ltd., Montreal and Toronto.





The smooth easy-to-see-through window is Columns acceptate.

Celanese\*

TRANSPARENT FILMS

#### U.S. patents digest

source of liquid, filling head for sealably engaging container.

Container with Carrying Handle, R. H. Johnson (to Container Corp. of America, Chicago, Ill.). U.S. 2,663,485, Dec. 22. A container having a top wall comprising spaced upper and lower panels hingedly connected together along a hinge line joining one edge of each, there being a slot along said hinge line between upper and lower panels.

Bottle Tray, W. Geisler (to Wilbro Corp., New York, N. Y.). U.S. 2,663,486, Dec. 22. A collapsed reinforced carrier for bottles and the like, comprising a sheet of paperboard cut and scored to provide side and end flaps, reinforcing angles of semi-rigid plastic material attached to sheet of paperboard along certain score lines adjacent the body portion of carrier.

Corner-Locking Device for Container, C. F. Gibbons (to Gaylord Container Corp., St. Louis, Mo.). U.S. 2,663,488, Dec. 22. In a container having adjacent walls, an interlocked corner comprising a wall having a wall-locking flap thereon, an adjacent wall having a slot therein in spaced parallel relation to said corner and provided with a slotted anchoring tab foldably connected to the end thereof.

Method and Apparatus for Making Cartons for Packaging of Liquids, P. E. Fischer (to E. G. Staude Mfg. Co., Inc., Concord, N. H.). U.S. 2,664,034, Dec. 29. In an apparatus for making cartons from blanks having a pasting flap along one edge comprising a frame, a pair of flexible elements glued on the frame for linear movement therealong in spaced relation, upstanding fingers on each of elements for engaging the trailing edge of blanks and progressing them linearly along frame.

Splitting, Scoring and Folding Machine, L. W. Roselius (to S & S Corrugated Paper Machinery Co., Inc., Brooklyn, N. Y.). U.S. 2,664,035, Dec. 29. Apparatus for making a tubular collapsed box from a blank, apparatus comprising means for supporting a stack of blanks, means for feeding blanks successively from the stack, and creasing and slitting rollers extending transversely of path of movement of blanks.

Machine for Closing Containers, G. Hammond (to Reynolds Metals Co., Richmond, Va.). U.S. 2,664,060, Dec. 29. A machine for securing metal lids to metal containers comprising a vertical base, a pair of brackets horizontally disposed from base, a post secured to spaced-apart brackets in vertical position, post carrying a frame having bifurcated fingers disposed 90 deg. apart from each other, a die holder pivotally secured to each of the bifurcated fingers.

Tube-Capping Apparatus, E. L. Midgley (to Sylvania Electric Products Corp., Salem, Mass.). U.S. 2,664,232, Dec. 29. Apparatus for effecting closure of articles, comprising a conveyor and means for indexing said conveyor to carry the articles to a plurality of work stations.

Paper Container, R. S. Sanford (one-half to Ex-Cell-O Corp., Detroit, Mich., and one-half to Ace C. Fessenden and Ace Carton Corp., Chicago, Ill.). U.S. 2,664,237, Dec. 29. A closure for the open end of a tubular container of rectangular cross section including a closure flap adhesively secured to an end portion of the container and closing substantially one-half of the open end thereof, said flap being provided with a member separable therefrom for providing a dispensing opening therein.

Bag Assembly, C. W. Vogt, Norwalk, Conn. U.S. 2,664,238, Dec. 29. As an article of manufacture a plurality of bags connected in series by a pair of elongated tapes on opposite side walls extending lengthwise of said bags at right angles to the mouth thereof, tapes being unconnected with each other and spot sealed to opposite sides of each bag by a reactivatable delayed-action thermoplastic at a restricted zone adjacent to the mouth of said bag to retain all bags in substantially parallel relationship with their mouths facing the same direction.

Packaging Article, C. W. Vogt, Norwalk, Conn. U.S. 2,664,-239, Dec. 29. As an article of manufacture, a pair of frame members of semi-rigid sheet material, means connecting the frame members along a common edge of the members, a pair of flexible bags each having a closed and an open end and means to secure closed ends of bags to frame members.

Package Containing N-Alkyl Pyrrolidone-2, Composition Thereof and Process for Absorbing Acetylene Thereby, J. C. Eck (to Allied Chemical & Dye Corp., New York, N. Y.). U.S.



Specify Mack with confidence for all plastic molding requirements. One of the original plastic molders, Mack experience dates back over three decades to the beginning of the industry. From design to final inspection, Mack Molding methods are keyed to meet industry's varied needs. Complete service-from blueprint to finish - features deliveries to meet assembly line schedules. Inquiries will receive prompt attention; address Mack Molding Company, Inc., Wayne, New Jersey.



TO INDUSTRY

# precision molded parts

FROM 3 COMPLETE PLANTS









# Upside-down

Specialty envelopes aren't as hard to find as you might think. Many leading companies regularly call on P. L. Andrews for envelopes—very tiny to giant size—which are made in unconventional styles of unusual materials. Our unique manufacturing facilities are geared to turn them out fast and at low cost.

Whatever your specialty envelope requirements are, chances are we can fill them for you. If you are now using or contemplate using this type of low cost, versatile packaging, our designers and salesmen can offer considerable help. Write today.

glassine
cellophane
metal clasp
string and button
phono record sleeves
phono album pockets

sift proof window filing jackets gusset type compartment Armor-Edge Mailers\*

special sizes and shapes government specification

\*Patent Pending



#### P. L. ANDREWS CORP.

47 WEST 34TH STREET . NEW YORK 1, N. Y.

The House of Envelope Specialties

#### U.S. patents digest

2,664,997, Jan. 5. In combination, a solution of acetylene in N-alkyl pyrrolidone-2 within a container for said solution.

Shipping Package, M. Bauman and N. M. Sider (to International Paper Co., New York, N. Y.). U.S. 2,665,002, Jan. 5. A shipping package formed from paperboard and comprising a cabinet-mounting skid, cabinet mounted on skid and cleat secured to back of cabinet, a carton surrounding said skid, said carton comprising a body portion of generally rectangular cross section with front and rear panels and side-wall panels, and provided with folded locking flaps.

Shipping Container for Heavy Bulk Merchandise, J. R. Belsinger (to Belsinger, Inc., Atlanta, Ga.). U.S. 2,665,047, Jan. 5. A shipping container of paperboard material comprising a tubular inner member having connected side walls and upper and lower outer closure sections telescopingly fitting over the opposite end portion of inner tubular member.

Heavy-Duty Fibre Container, S. P. Belsinger (to Belsinger, Inc., Atlanta, Ga.). U.S. 2,665,048, Jan. 5. A foldable fibre container formed from blanks shaped, slit and scored to provide when assembled a container comprising a bottom having partial end portions formed integral therewith, front and rear side walls formed integral with the bottom wall, partial end walls formed integral with the front and rear side walls, each side wall having a transverse slit intermediate the ends thereof, a cover formed integrally with rear wall.

Partitioned Folded-Blank Bottle Carrier, W. C. George (to Gaylord Container Corp., St. Louis, Mo.). U.S. 2,665,049, Jan. 5. A bottle carrier comprising an open folded-blank box section having side walls with upper marginal flaps that are permanently secured flatwise to the inner faces thereof and end wall flaps that are folded into overlapped and interlocked engagement and a bottom panel having end-wall panels that are folded upwardly against outer faces of end-wall flaps.

Shipping Container, M. Baumann (to International Paper Co., New York, N.Y.). U.S. 2,665,050, Jan. 5. A container formed from a single cut blank of corrugated board and comprising a bottom, side and end walls and a top closure, said end walls each being three-ply and having a hand-hole near top edge.

Capping Device, R. B. Bagby (to Triangle Package Machinery Co., Chicago, Ill.). U.S. 2,665,832, Jan. 12. A container capper having a plunger, a support for plunger, a cap-supply tube slidably mounted on plunger, a disk on plunger and a rising table for moving a container toward said disk.

Greaseproof and Moistureproof Carton and Container, M. J. Galbraith (to Sutherland Paper Co., Kalamazoo, Mich.). U.S. 2.665,833, Jan. 12. A greaseproof and moistureproof packaging element for the packaging of greasy food and food ingredients formed of an integral lined paperboard blank saturated with hydrogenated peanut oil, liner containing titanium dioxide in such quantity as to prevent substantial discoloration of the liner by saturation of blank with oil.

Reinforced Package Wrapper, J. A. Anglada (to American Viscose Corp., Wilmington, Del.). U.S. 2,665,834, Jan. 12. A container for packaged articles, such as paper napkins and the like, comprising a sheet of regenerated cellulose folded and sealed around a plurality of articles, an inner end flap formed by folds of said sheet, an outer end flap formed by folds of said sheet and sealed over the inner end flap to provide an end closure for the container.

Produce Tray, W. C. Rendall (to Gaylord Container Corp., St. Louis, Mo.). U.S. 2,665,836, Jan. 12. An open-top rectangularly shaped tray comprising a bottom, a pair of opposed side walls and a pair of opposed end walls of greater height than side walls, upper edges of each of end walls having a stacking flange integral and substantially co-extensive in length therewith folded inwardly at right angles thereto.

Carton, R. Guyer (to Waldorf Paper Products Co., St. Paul, Minn.). U.S. 2,665,837, Jan. 12. A carton including rectangularly arranged side walls and an end closure, end closure including closing flaps issuing from each of the rectangularly arranged side walls, two of said closing flaps being of substantially the full dimensions of the end closure and being secured in surface contact, inwardly projecting beads extending along the fold lines connecting remaining closing flaps to their respective end walls.



#### SHEFFIELD TUBES

first choice of the famous J. R. WATKINS CO.

Man's war on insect pests is virtually eternal... but it's adios to mosquitoes and jiggers to chiggers when Watkins' effective insect-repellent takes over! Sheffield Process collapsible tubes have been Watkins' choice for plus packaging of this item as well as Watkins' Lather and Brushless Shaving Creams, and Watkins' Toothpaste. Sheffield's association with this famous American company

began before the turn of the century and has extended through wars, depressions, and good times alike. It suggests the wisdom of procuring collapsible tubes from Sheffield, where service is not merely a slogan but is based on expert counsel, quick action, and detailed follow-through. For superior tubes and tube-manufacturing know-how from A to Z, try Sheffield Tube on your next order.

#### THE SHEFFIELD TUBE CORPORATION

Factory and Home Office: New London, Connecticut • Sales Offices: New York - Chicago - Los Angeles



#### Announcing

#### The New MC-26 CARTON FORMER

EVERYTHING YOU ASKED FOR!

FULLY ADJUSTABLE . HIGH SPEED

GLUES DOUBLE & SINGLE

SIDE & END WALLS!

AMERICAN MANAGEMENT ASSOCIATION

23rd National
Packaging
Exposition

April 5-8, 1954

Atlantic City

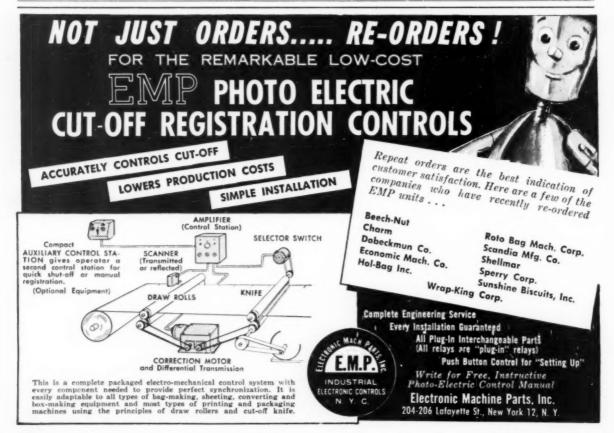
see us at Booth 1101

MEYER-CLEMENT, INC.

GENERAL OFFICE

315 NORTH EUCLID AVENUE

OAK PARK, ILLINOIS



immetal

there's never a doubt about

# BERNARDIN

CLOSURES

#### Functional design is not new at Bernardin

That's why your BerNARdin closure in metal or plastic, functions smoothly on your lines: functions as a tight seal thru shipment and delivery: functions as a truly smart identification on sales display and, as a final appreciated function, opens to the twist of a woman's hand.

May we talk with you about your closures?

Bernardin Bottle Cap Company Since 1881 in Evansville, Indiana

#### Brighter Brach's in aluminum foil

(This article continued from page 131) window portion set off the figure "6" at the left and a circular pricing patch at the right side of the package.

The most unusual feature of the new six-pack retail grocery carton is the use of appetizing illustrations of a hot mint-fudge sundae and a vellow laver cake with bittersweet chocolatemint frosting. The topping shown is easily made by combining six of the Brach mint bars with water or cream in a double boiler. Research in the Brach experimental kitchen revealed this important additional application for the mint bar and the new package is specifically designed to capitalize on the supplementary market opportunities thus created. Accordingly, most of the lower display panel of the package is devoted to two large, colorful illustrations showing the mint topping applied to a serving of ice cream and to a tasty layer cake. The product illustrations, in realistic color treatment, stand out boldly against a bright yellow background.

From the merchandising standpoint, the special feature of this new carryhome carton is the fact that it wins for the product an additional display position in the retail store. Most retail grocery outlets stock many varieties of candy bars near the checkout counters and competition is intense at this location. However, with the newly introduced package, the Brach Chocolate Mint bar may also be logically displayed and sold alongside packaged flour and cake mixes. The housewife who is planning to bake a cake is naturally interested in the fact, clearly outlined on the package, that in only a few minutes she can prepare a delicious bittersweet chocolate-mint topping from the halfdozen mint bars in the carton.

Brach's new 24-bar counter display carton for conventional selling of the mint bars is a pinch-style, one-piece folding box with die-cut display riser and is lithographed in six colors. It replaces the former two-piece display box, a folding, telescope-style package printed with all-over light green background. The earlier package also featured a white mint-leaf design on the cover setting off an illustration of one of the wrapped bars. A narrow brown outline border appeared on the cover of the box, while the Brach's name and the product name "Twin Mints" was reproduced on all four side panels of the cover, supplemented by the phrase, "Nationally Advertised" on the two side panels as well as the top.

In contrast, the new display carton, of one-piece construction, carries an all-over mint-leaf design on the top, in conjunction with a reproduction of one of the bars. Colorful illustrations on the sides of the package show attractive girls enjoying a Brach's mint bar. The carton is so designed that when the boxes are stacked these illustrations join to form a continuous pattern calculated to attract the eye.

A disadvantage of the previous carton was the fact that most, if not all, its display value was lost when it was opened and placed on sale in drug stores, newsstands, eigar stores and other outlets. If the cover was entirely discarded, as was frequently the case, and only the body of the box used to hold the candy, only the bar wrappers themselves remained to supply identification and arouse buyer interest. And even when the cover was removed and slipped over the other half of the box from the bottom, all printing was upside down and hardly useful in attracting potential buyers. With the new "foolproof" one-piece carton, these serious limitations of the earlier display box have been completely eliminated.

CREDITS: Aluminum foil wrappers, Milprint, 4200 N. Holton St., Milwaukee 2, Wis. New carry-home carton for six bars and new 24-bar display carton, Ace Carton Corp., 5800 W. 51 St., Chicago. Bar-wrapping machine, Model DF, Package Machinery Co., East Longmeadow P. O., Springfield, Mass.

TWO-WAY APPEAL—as candy and as chocolate-mint topping—wins the six-bar carton shelf display space in supermarkets.



TIE-IN DISPLAY, with Betty Crocker Cake Mix, pushes the cake-frosting idea.



## A NEW IDEA! A NEW MATERIAL! A NEW DESIGN! A NEW PRODUCT!

THE

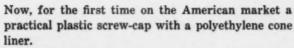
## Poly-seal\*

CLOSURE It's Poly-ethy-lined









The **Poly-seal** closure eliminates troublesome and costly leakage, evaporation, contamination, binding and back-off. It maintains the chemical or composition balance of the original product.

The **Poly-seal** liner has been designed and manufactured to withstand impact, stress and torque of high speed capping machines and to overcome pumping action of liquids due to atmospheric pressures or temperature changes.









The Poly-Seal closure is always in the right position over the open finish of the container. The polyethylene liner is secured permanently to the protruding lock-stud in the cap—it cannot become dislodged or fall out.

@195

#### THE POLY-SEAL CORPORATION

Chrysler Building
405 Lexington Avenue, New York
Telephone MUrray Hill 5-4172

SEE US
AT THE SHOW!
BOOTH 1131

\*Trademark

National Equipment

presents

3 packaging machines

with revolutionary

new features

### WR 100 OVERWRAP MACHINE for packages

- No changeover parts whatsoever required for different size packages.
- Quick change by handwheels from one size to another in a matter of minutes.
- · Wide range of adjustability.
- · No tools for changeover needed.
- New exclusive electronic "exact fractional" paper measuring device eliminates costly paper waste.

#### DW DISC WRAPPER

- · Simple operation.
- · High speed production.
- · Automatic stacking for easy packing.
- Compact-requires little floor space.

#### SC SHORT CASE SEALER

- Machine portable—on swivel casters.
- · Overall length 11 ft.
- Strip glue application for fast drying—uses less glue.
- · No glue rollers or pots to clean.
- Rapid case size adjustment no tools required.
- Top and bottom sealing or top only.
- · Large case range.

#### Over 50 Years of Experience Manufacturing Automatic Equipment

These new innovations in packaging are the result of many years of engineering research into the problems and requirements of the packaging field.

Illustrated Circulars Available on Request

Make it a MUST to visit us at NPE Show at Booth Numbers 1247 and 1346

National Equipment Corporation

**Packaging Division** 

143-157 CROSSY STREET,

NEW YORK 12, M. Y.

## WRITE

For complete, fully illustrated catalog on New, Improved Cera-fuse Automatic High-Speed Ampul Printer and all types of silk screen printing equipment for glass, plastic & metal containers . . . manufactured by world-famous Machines Dubuit.



#### Ceragraphic, Inc.

252 South St., Newark 5, N. J.

## TEST for QUALITY CONTROL with CADY HORIZONTAL DIAL MICROMETERS



#### CADY Hand Micrometer

has cast aluminum frame, shaped to fit hand; consented trigger raises and lowers anvil; capacity is thickness up to ½"; horisontal glass covered 3" diam, dial graduated 1/1609the of an inch. For use throughout the plant or when traveling. Extremely accurate; direct reading; mo computing. Spherical end anvils available cn order, \$6.50.0, F.O.B. Chicago, Illinois.

For calipering thicknesses of Papers, Boards, Foils, Felt, Glass, Metals, Plastics, Rubber; Sheet stock or Finished Products with thicknesses to one-half inch.

#### CADY Standard Gauge

Registers thickness to 5/16"; available with 4, 7, 12 or 18" throats. Horizontal, glass covered dial is 6" diameter; graduations 1/1000ths or .005 inch.

#### CADY Dead Weight Mike

Dead Weight Anvil descends by gravity for extremely uniform pressure and completely accurate calipering. 6" diameter glass covered dial; 1/1000ths or .005 gradu-



tandard Model: \$110.00; Dead Weight Model: \$126.50

Write for data and prices: Burst Strength Testers, Basis Weight Scales.

E. J. CADY & COMPANY, 642 N. Harlem Ave., River Forest, III.

# INUSUAL POLYETHYLENE POLYETHYLENE CONTAINERS... SOLUTION AS USUAL with

25 years of concentrated plastic fabrication

Over 400,000 square feet in three big plants

Design, engineering and development staffs

Patent applied for process permits unusual new designs that are sensationally different

Every type and size of plastic container up to 5 gallons

Irwin design-engineers offer packaging consultation without obligation...Your inquiry is invited.

#### IRWIN CORPORATION

Main Office: Fitchburg, Massachusetts

Plants at Leaminster, Mass, and Nashua, N. H.
Sales, Office: 200 Fifth Avenue, New York

IRWIN

Visit IRWIN BOOTH 1422

National Packaging
Exposition
ATLANTIC CITY
April 5th to 8th



This dramatically lighted display, only 11 by 9 inches, shows two Speidel watchbands in plastic cases, and an enlarged replica gives product prominence, and stimulates sales.



The frost topped, raised block letters in white against the dark panel gives Wiedemann Beer an effective lasting display used on bar back mirrors or refrigerator doors.



This magnificent medallion, dull gold in color and thirty-three inches in diameter, was ordered for the Ford Fiftieth Anniversary. It has elicited so much appreciative comment that it remains as a permanent fixture in the showrooms of Ford dealers. The heads of three generations of Fords were modeled in bas-relief. Produced in plastic by the Einson-Freeman vacuum forming process, it costs a fraction of a similar reproduction in other materials,



The plastic head of the girl, attached to the upright back of a carton of swim caps, head demonstrates the decorative quality of the swim cap in use and increased sales substantially.



An oversize plastic Maxwell House can lears out of an orange-red board background. The backlighted can flashes off and on . . . effective product reminder at point of purchase.



This Hill & Hill display is 36 by 25 inches, on a 3 inch deep panel, with illuminated white and red globes. A spectacular promotion piece, much favored in package stores.



#### "And what if the Coca-Cola people don't want it?"

Which may be a problem for the longhair, fine arts type sculptor without business background. We always ask the prospects first!

We've been in the sculpture business in a small way for more than a year . . . no heroic marbles or abstract brass eggs, though.

We merely combine art, science, and quantity production at low cost—and the customers like it fine! By some strange coincidence, our sculpture always turns out to be a display.

We start with a genuine Beaux Arts sculptor who wears a smock and everything. He carves a relief model, makes a mould out of a stone-like composition. Lithographed sheets of plastic are laid over the mould and heated. The air is sucked out of the mould, and the hot plastic clings to the

relief surface. Cool—and out comes a plastic sculpture! And we make as many as you want.

The process is called "vacuum forming"... and will reproduce in plastic anything that can be lithographed, from a beer barrel to faithful basrelief likenesses of three generations of Fords!

The three dimensional plastic facsimile is even more accurate than reproductions in wood, metal, plastic, wax—and costs only a fraction as much. It is light weight, practically unbreakable, and highly resistant to heat, cold, moisture. The color is fast. It can be used indoors or out, and lighted from within. It can even be washed!

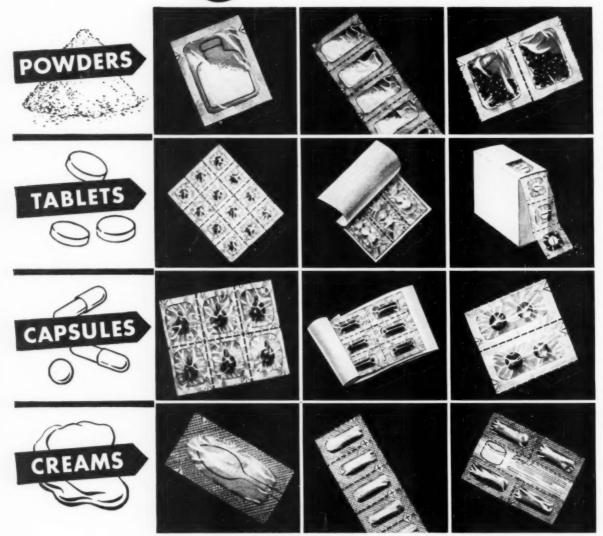
We offer these beautiful, permanent, vacuumformed plastics to any advertiser who wants a novel and distinctive permanent display. Always pleased to show samples. Phone, wire, or write...

#### EINSON-FREEMAN COMPANY, Inc.

Persistent Pioneers in Display Development Starr & Borden Avenues, Long Island City 1, N. Y.

#### YOUR PRODUCT-PACKAGED AS YOU WANT IT

## SUPER-SEALTITE



In ones or twos or twenties . . . round or square or oval . . . as creams, powders, tablets or capsules—Ivers-Lee packages them all exactly as you want them.

Yet I-L packages all with the exclusive features of I-L Super-Sealtite\* features with which Ivers-Lee alone can provide you . . . the superlative advantages of Feather-Lite Tear and Double Diamond Tear Notches\*complete, absolute protection and positive consumer acceptance.

UNIT-PACKAGING HAS BEEN OUR BUSINESS FOR OVER 34 YEARS

At the National Packaging Exposition and Convention

BOOTH No. 867

315 CENTRAL AVENUE

\*Pats. and Pats. Pending

\*

# Merry Christmas!

\*

A little early for Yuletide planning? Not if
you want consumers to be reaching for your product
next Christmas season. Now's the time to plot
your 1954 holiday packaging. And for packages which
have "reach magnetism," come with confidence to
Old Dominion. A complete idea team plus unexcelled
box making facilities are at your command.

THE
SOUTHERN
BOX MAKER
WITH A
NATIONAL
REPUTATIO

OLD DOMINION
BOX COMPANY, INC.

PLANTS LOCATED THROUGHOUT THE SOUTH

Executive Offices, LYNCHBURG, VIRGINIA Soles Offices CHARLOTTE, NORTH CAROLINA



BROWN

BAG FILLING

MACHINE CO., INC.

FITCHBURG, MASS.

U. S. A.

Formapak heat-seal packets any quantity of your dry, free-flowing products from a few grams up to ½ ounce. Operating speeds 40 to 100 per minute. You've never seen a stronger seal. Occupies 3' x 3'. 5' 2" overall height.

West Coast Representatives: Peter D. Bowley & Assoc., 210 Mississippi Street, San Francisco, California.

#### **PLASTICS**

#### GLASS

#### CERAMICS

#### METAL

Many of the most stubborn problems connected with decorating of bottles, jars, and other containers made of such varied materials as polyethylene, glass, metal, wood, or rubber can be overcome by our unique highproduction silk screen printing machines. At the Packaging Show we will show you how inexpensively you can achieve the perfect printing you've always wanted. 5

If you can't get to the Show, please drop us a note and we will forward complete details. Or better yet, visit our Showroom for a demonstration.

Semi-Automatic Screen Printing Machines for round as well as flat objects. Hourly production: 1,200-1,800 pieces. Pneumatic operated. Fast set-up.

It's really easy to decorate them!

Booth 1213 A.M.A. Packaging Exposition

Dependable Compressor & Machine Co.

SILK SCREEN DIVISION

157 West 21st St., New York 11, N. Y. . CHelsea 3-6717

#### Poly-coated cellophane

(This article continued from page 208) folded-over bottom, not heat sealed.

4. Dry products. Bags for macaroni are now being made with a folded-over center seam to provide a polyethylene-to-polyethylene seal. The relatively small quantities of Polycel A-8 bags that have been used to date for this application have worked very successfully and indicate that the film probably will be very satisfactory for this purpose.

Bags for novelties and jewelry have been produced with a face-to-face seal approximately ½2 in. wide made by a bulk-type sealing process. This provides a bag that looks almost like a tube, being practically free of fins. The principal advantage of the material in this application has been its resistance to breakage and drying out, which has always been a serious problem on large, irregular-shaped items which must have a relatively long shelf life.

Tobacco pouches made from polyethylene-coated cellophane are now being used with very satisfactory results. These have the same type of fold-over bottom described above and a 116-in, heat seal along each edge.

Small, uniform metal and glass items such as beads, terminals, etc., are packaged on automatic equipment from rolls of coated cellophane with a face-to-face heat seal. In this case, high film strength, scuff resistance and long shelf life are required, together with complete film clarity.

A unique pouch package, fabricated, filled and sealed on automatic equipment, is now being used for the packaging of metal parts. The face of this pouch is polyethylene-coated cellophane; the back of the pouch is polyethylene-coated paper. The polyethylene-to-polyethylene fin heat seals made between these two different materials are uniform and strong. This type of pouch package offers several advantages in certain applications: low cost, rigidity based on the weight of paper used, ease of handling and an exterior paper surface for easy labeling.

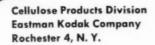
The coated film is now being used for the packaging of various dry cakemix and drink-mix powders, where film and seal strength, resistance to aging and good moisture proofness of the finished package are important.

For numerous other package and product types, polyethylene-coated

## Makes good packaging better...

Kodapak Sheet

WHAT BETTER PLACE to look for optical clarity than at a counter . . . with reading glasses, magnifiers, pens, pencils-all packaged in Kodapak Sheet? Tough, transparent Kodapak Sheet matches optical glass in crystal clarity. Free from waves, ripples, or other defects, it shows merchandise as it is-shows it color-true, without hint of distortion. That's why so many buyers demand it, why so many manufacturers specify it for their packaging. Let our local representative tell you all about Kodapak Sheet . . . its matchless uniformity, its stability, its durability . . . the great variety of types available. Or write



Sales offices: New York, Chicago, Dallas.

Sales representatives: Cleveland, Philadelphia, Providence.

Distributors: San Francisco, Los Angeles, Portland, Seattle

(Wilson & Geo. Meyer & Co.); Toronto, Montreal (Paper Sales, Ltd.).



- Simultaneous filling & labeling
- Full vacuum filling plus perfect label application

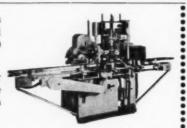
## BINER-ELLISON'S "BIG 3" For glass users

filling . labeling . unscrambling

#### "FILABELMATIC"

This most popular combination unit fills and labels simultaneously. Standard model fills all sizes up to quarts at 60 per minute.

Gallon model fills 25-30 gallons per minute, 45-50 halves. Will also handle smaller sizes. Efficient, dependable with foolproof performance.



#### "FEEDOMATIC UNSCRAMBLER"-

-now with air cleaning!

Now positive air cleaning for each container makes the "Feedomatic" better than ever! Operates silently, does not mar or scratch the bottles. Changes over in minutes, for any size from an ounce to a gallon . . . including rounds, squares, and ovals. Discharges either right or left. Output: 30-150 per minute. Save space with this dual purpose machine.



#### "LABELMATIC"

Here's a machine that's a favorite with those who demand fast, efficient labeling. Standard "Labelmatic" labels all size containers up to quarts at 60 per minute, and labels gallons and halves at 25 per minute. Easy, fast changeovers. Duplex unit labels 100-110 per minute on up to 3" diameters.



Details supplied upon request.

#### BINER-ELLISON MACHINERY COMPANY

1101 No. Main Street, Los Angeles 12, California

Biner-Ellison Export Division 1150 San Fernando Rd., Los Angeles 65, Cal.

See these machines on display
National Packaging Show
Atlantic City • April 5th • 8th • Booth 274

#### REPRESENTATIVES:

R. P. Anderson Co. Dallas, Texas Houston, Texas New Orleans, La.

Clarence W. Beals
Minneapolis, Minn.
Hoskins Brokerage Co., Inc.
Denver, Colorado

Rathke & Company Seattle, Washington Packaging Equipment Co. Long Island City, N. Y. Philacelphia, Pa. Roston Mass.

> L & M Sales Co. Chicago, III. Martin O. Tiemann St. Louis, Mo. Charles W. Miller San Lorenzo, Calif.

G. R. Williams Sales Lincoln Park, Michigan Williams Sales Co. Cincinnati, Ohio cellophane apparently has important advantages which are now being fully evaluated. Among these potentialities are:

Vacuum packaging. It has been established that polyethylene-coated cellophane will hold a vacuum (for example, when used in connection with luncheon meats) for a period of several weeks. However, complete evaluation of various grades of the material and various types of bags had not been finished at this writing.

Unit packages for chemicals and drugs. It looks interesting as a packaging material for a wide variety of these products and is already being used on a small number of them. The resistance of the material to the penetration of various oil and water-base solutions will apparently make it a very desirable film for many of these uses. In addition, the chemical resistance of polyethylene on the interior of the package in contact with the product, combined with the very good gasproofness of the cellophane on the exterior, may in many cases provide ideal protection for these prod-

Hard candy, nuts, pretzels and similar rough products have always presented a difficult packaging problem, usually requiring a transparent film that can withstand breakage as the result of scuffing, drying out of the film and rough handling. In tests made to date, the exterior cellophane surface of the polyethylene-coated material apparently is providing the required scuff resistance, while the polyethylene on the inside apparently provides the toughness required, even after aging, and the seal strength necessary to hold and protect the contents safely.

Silverware and jewelry. Complete evaluations are now under way on packaging of silver items in polyethylene-coated cellophane. Theoretically, it should provide the type of protection required on silverware primarily because of its excellent gasproofness qualities derived from the cellophane barrier. This should provide excellent resistance to transmission of sulfur dioxide and other sulfurous gases which cause tarnishing. Also, the polyethylene on the interior of the package in contact with the silverware should provide an insulating layer between the silver and any sulfur that might be contained in the exterior cellophane film. These factors, together with the clarity of the





Actual operation figures show only NINE flounds of glue used per 1000 in a continuous run of 245,000 #303 cases. Get the facts from our nearest representative or write direct for Bulletin MP-1498. See it at the Packagit Show in Atlantic City.





THE LEADER IN
FIBRE-BODIED PACKAGING



A vailable immediately from the United Can Company are Tamper-Proof containers such as the metal top and bottom seamed-on single wall container shown at top left, and the metal top and bottom seamed-on Telescope-Type container with one-piece overall label design as at bottom

Also available are fibre-bodied containers, manufactured in accordance with Government specifications, for spare parts packaging as shown below.

For further information write, phone, or wire your nearest United Can Company, Inc. office.

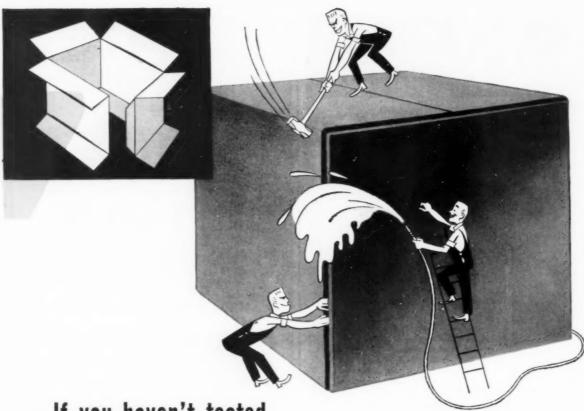
> VISIT OUR BOOTH No. 1246-1248



#### **UNITED CAN CO. INC.,**

SALES OFFICES

Edison Road, New Village, New Jersey Tel.: Phillipsburg, N. J. 5-1135 34 Park Row, New York, N. Y. Tel.: COrtlandt 7-2049 Prescott Street and Ridge Row, Scranton, Pa. Tel.: Scranton 2-9118 1218 Woodward Avenue, Royal Oak (Detroit), Mich. Tel.: Lincoln 4-0710



# DAREX RESINS for glued-lap boxes

#### here's how to get the facts today!

At Dewey and Almy we've made countless tests of resin adhesive formulations for glued lap boxes. We pioneered the process with the people who designed the glued lap machines.

Dewey and Almy is in a good position to do this because we're basic resin producers as well as adhesive suppliers. Your nearby DAREX resin man is backed by extensive research facilities that help him help you . . . that can save you a lot of costly experimenting. He knows adhesives. He knows boxes. He offers a complete range of resin adhesives for the various box-making machines. He knows of user after user who has tried other adhesives and then turned to Dewey and Almy because DAREX adhesives are faster and machine better.

Call in your DAREX resin man today! Let him help you get the complete information you should have on resin adhesives for gluedlap boxes.



#### DEWEY and ALMY Chemical Company

Cambridge 40, Mass.

Offices or subsidiaries in Buenos Aires, Chicago, Copenhagen, London, Melbourne, Milan, Montevideo, Montreal, Naples, Paris, San Leandro (Calif.), São Paulo, Tokyo.



bring your problems to Booth 1253, A.M.A. Packaging Exposition, April 5–8. See how DAREX Resin adhesives for box making, laminating, bag making, case sealing and DAREX resin coatings, thermopicatic adhesives and thermopicatic coatings can help you solve them. finished package, its excellent printing properties and strong seals, may combine to provide ideal protection in various packaging applications in the silverware industry.

Frozen foods. Polyethylene-coated cellophane provides the excellent lowtemperature characteristics that have always been inherent in polyethylene. In addition, it provides the gasproofness desirable on several products such as frozen meat and frozen orange juice for the prevention of oxygen transmission and resultant oxidation and loss of flavor. In addition, the moisture proofness of polyethylene at low temperatures has been well established and cellophane with a continous coating of polyethylene can be expected to provide excellent protection against moisture loss of frozen foods.

The material has proved itself adaptable for the manufacture of completely leakproof bags of both the pouch type and the center-seam type, with or without gussets. Furthermore, the final seal on bags that have been filled with, for example, orange juice or fruits in juice, can in many cases be made satisfactorily even if some of the product happens to be on the area being sealed. This is of utmost importance in any fruit or citrus package where complete leakproofness of the finished bag is essential.

Following up this line of thought, one converter has now developed and is running pilot-plant trials on a machine which automatically utilizes a bag-in-carton unit with a center-seam bag of polyethylene-coated cellophane.

It fills the package on a production line, makes the final bag seal and closes the carton in one complete series of operations. This same type of equipment has also been developed to a point where vacuum can also be pulled prior to the sealing of the package and complete units of this type have been made up which have held vacuum for several weeks.

The material should be an ideal wrapper for frozen meat. In addition to the properties indicated above for frozen foods in general, it has tremendous puncture resistance, which is of great importance in the wrapping of meat to be frozen both in locker plants and in the home. Preliminary tests have indicated that meat wrapped with this film would not require an additional overwrap of paper as is usually necessary with the present cellophane package. This would



A VERSATTLE SEMI-AUTOMATIC MACHINE FOR PACKAGING ALMOST ANY SMALL ITEMI

WRAP-ADE

UNIT

**PACKAGER** 

Here is a low cost, high speed machine which eliminates expensive bagging operations. It packages almost any small item up to 6" x 12"—such as hardware products, plastics, bandages, etc. in a completely heat sealed package. It has been built on the simplest possible principles conducive to high speed packaging, versatility, and low upkeep costs.

Send us a sample of your product today for our prempt quotation. You will be surprised to see how much you can save!

NATIONAL PACKAGING

EXPOSITION—April 5-8

**BOOTH No. 261** 

ALSO AVAILABLE: Automatic Unit Packager with greater capacity.

wrap-ade

ACHINE CO., INC.

Manufacturers of Packaging Machinery for over 20 yrs.

83 VALLEY STREET, BELLEVILLE 9, NEW JERSEY
PHONE—PLYMOUTH 9-6150

Slitters and Winders

Stop in and discuss our NEW

- SHAFTLESS SURFACE UNWINDER
- •FILM SLITTER FOR

•AIR-OPERATED SLITTING KNIFE
•CORE CUTTER

JOHN Dusenbery

275 GROVE AVENUE, VERONA, N. J.

We'll be at the NATIONAL PACKAGING EXPOSITION BOOTH NO. 1109

> TELEPHONE: VERONA 8-3915

Peters Packaging Ideas . . .

# SEE NEW **PETERS** PACKAGING MACHINES

at the Packaging Exposition, April 5-8



New Peters Model C & K Cellophane Bag Header & Sealer

New cellophane bag sealing and header applying machine automatically receives open bags, times them, tucks gusset, applies header, seals the bag and header. Speeds up to 65 bags per minute. Quickly ad-justable for wide range of sizes. Automatic dating.



**NEW Peters Model UD** Cellophane Sheeter

Improved Peters cellophane sheet-ing machine with three new fea-tures. "Dancing rollers" keep suptures. "Dancing rollers" keep sup-ply rolls running continuously to assure accurate sheet cut-off. New heavy-duty knife for positive, smooth cutting. Vibrator under stacking table improves stacking of cut-to-size sheets.

Also see the new Peters Model CCY-L high-speed carton folding & closing machine with liner attachment . . . PLUS another new machine to be announced at . . .



Booths 738-40 National Packaging Exposition Atlantic City-April 5-8

**4712 Ravenswood Avenue** Chicago 40, Illinois make it possible for the locker patron to see the meat that is in the freezer and select cuts according to size, type of cut, amount of bone and fat, etc., which is impossible with an opaque

Textiles. The material is also now being evaluated for the packaging of textiles and apparently offers some very important advantages. Its clear transparency and excellent printing properties should make it ideal from the standpoint of appearance of the finished package. The strength of the film, even after aging, should provide excellent shelf life and thereby maintain the fine appearance of the package in the retail store.

#### Summary

In the future, polyethylene-coated cellophane will probably be considered as the first of the duplexed films made by coating techniques at a cost low enough for general use in a wide variety of packaging applications.

In considering the properties and uses of the material as indicated above, it is most important to keep in mind that it is basically an entirely new film with a combination of properties never before obtained with any packaging material. This process for the first time economically combines a thermoplastic film (polyethylene) with a non-thermoplastic film (cellophane), resulting in the production of an entirely new family of films. Because this product is made by a coating process on relatively high-speed production equipment, the price of the finished product is considerably under anything ever before produced in the way of a duplex film.

The transparency of polyethylenecoated cellophane is probably of primary importance. Previously, any packer who needed a transparent package to be made on standard automatic equipment had to confine his activities almost entirely to cellophane. In some cases, machine changes could be made to use plastic film, but many times this was found inadvisable from a cost and production standpoint.

As a result, almost all automatic packaging to date has either been in cellophane or in opaque packages that provided the necessary strength to hold the product being packaged.

Now, with polyethylene-coated cellophane, it will be a relatively simple matter to shift from the opaque-type package to the transparent package (This article continued on page 304)

fisher's foils

net sales





FISHER'S FOILS LIMITED WEMBLEY MIDDLESEX ENGLAND
TELEPHONE WEMBLEY 6011 CABLES & GRAMS LIOPNIT WEMBLEY (ABC CODE 6TH EDN)





"We'll be looking for you at Chase Bag Booth No. 478"

> The latest in modern industrial and commercial packaging ideas!

**EXAMINE** Countless packaging applications of Chase products, such as polyethylene, open mesh, textiles, paper, and specially designed combinations of these products.

ASK Our trained technical representatives how Chase Bag might help you solve your packaging problems.

#### REMEMBER

Chase Bag has been serving industrial and agricultural America with quality packaging for over a hundred years.

Booth No. 478! The products displayed may suggest just the packaging idea you have been looking for.



General Sales Offices: 309 W. Jackson Blvd., Chicago 6, Ill. 30 BRANCHES AND SALES OFFICES STRATEGICALLY LOCATED



#### TUCK END CARTON SET-UP MACHINE WITH CONVEYOR LOADING

For complete flexibility build your cartoning system around the versatile CONVEY-O-MAT. Conveniently small and portable, the CONVEY-O-MAT delivers the set-up carton in upright position on the conveyor ready to receive your product. It handles a wide range of carton sizes; has an output of 3,500 cartons per hour. All Bivans Cartoning Machines are tops for flexibility, high output, and versatility! Whatever your carton set-up requirements, why not find

out more about the TUCK-O-MAT, the conveyor-loading CONVEY-O-MAT, and the Model 518 CARTON CLOSER. Write for folder B1-3.

. ATLANTIC CITY, APRIL 5-8; BOOTH 633

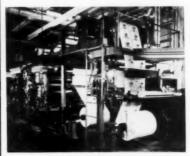
E. L. BIVANS, INC.

2431 Dallas Street . Los Angeles 31, California DISTRIBUTED BY NEW JERSEY MACHINE CORP. HOBOKEN . CINCINNATI . CHICAGO . LOS ANGELES (This article continued from page 300) and maintain the strength and sealing characteristics the product needs.

Finally, the grades of polyethylenecoated cellophane now available, which range from a ½-mil coating of polyethylene up to a 3-mil coating of polyethylene on 300 MSAT cellophane, provide such a broad range of weights, strength and functional characteristics that we are in effect describing a family of films, each of which will probably have its own particular applications in the packaging industry.

#### New six-color press

Indicative of the growing demand for full-color product reproduction is the installation of a new, six-color Cottrell letter press to the several-score letter and gravure presses in the print-



ing division of the Kalamazoo Vegetable Parchment Co. at the Parchment, Mich., plant.

One of the few of its kind, the press has a 32-in. cylinder, suitable for 32, 16, 10%, 8, 6% and 5% in. (and smaller) repeats and will therefore take a large share of the popular sizes in the food-packaging field, most of which rely on a photocell spot for cutoffs.

The new press, completed late in December and already turning out orders early in January, runs at a speed of 800 ft. a minute. The width is 52 in., large enough to permit several combinations of orders for the same or different customers.

Movable sections of the press permit quick access to printing rolls and make-ready time is cut to a minimum. Accurate register assures high-fidelity reproduction of the most exacting subjects in line, helftone or process printing. Most recent KVP presses have been gravure, but this new letter press will take care of shorter runs for which gravure cylinders are sometimes found to be too costly.

#### This is the time to investigate



#### Pressure Sensitive Paper Tape

WIDTHS 1/2" and wider

COLORS

White plus five standard colors Special colors on quantity orders

- for identification and inventory control
- for splicing continuous webs
- for taping combination deals
- for hundreds of additional packaging uses

**Check these Caritape features:** Can be printed easily. Takes perforations well. Can be written on with pencil, pen or marking pen.

**SAMPLE ROLL** Send today, on your company letterhead, for a free sample roll of versatile Carltape, prices, and full details.

#### FRANK P. CARLSON, INC.

135-24 Northern Blvd. Flushing 54, N. Y. Factory—Brooklyn, N. Y.

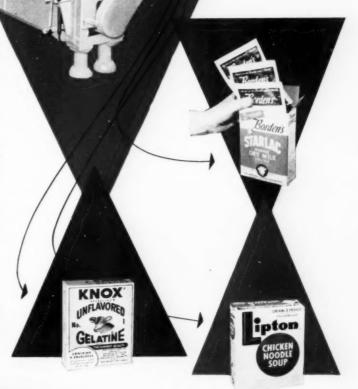
ANOTHER PACKAGING DIRIUMP

From roll stock...
to filled packages...
to complete carton!

#### automatic operation cuts cost!

Bartelt has added an efficient, automatic cartoner as an accessory to their popular packaging machine. Now, automatically without additional operators this machine will: (1) Form a pouch style bag from a roll of preprinted paper, film, or foil. (2) Fill the bag accurately. (3) Heat seal safely. (4) Transfer finished pouch to the cartoner. (5) Set up carton, insert the desired number of pouches, glue or tuck ends of the carton. (6) Rack package in compression track for transfer to overwrap or for caser.

The dependability of these machines is greatly increased by a simplified design and efficient, precision manufacturing. If you can use a pouch style, heat sealed package . . . send us your packaging problems.

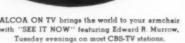


ENGINEERING CO

1900 HARRISON AVENUE ROCKFORD, ILLINOIS

electric metion control "Machinery for Creative Packaging





#### **Alcoa Closures** make good, under pressure

Merck's Hydrogen Peroxide is a case in point. Here, the problem is pressure build-up after packaging. Internal pressure must be controlled by the closure to prevent any leakage or deterioration in transit or on the store shelf.

Alcoa technicians, working with Merck, developed a special closure liner-a liner that would shape itself to the glass sealing surface, remain tight and leakproof in spite of product volatility, and give full quality protection.

If you are packaging a product which requires a closure to do a special job, look into Alcoa® Aluminum Closures and the Alcoa Rolled-On sealing method. Just call your local Alcoa sales office, listed under "Aluminum" in your phone directory, or write:

ALUMINUM COMPANY OF AMERICA, 1705-Ç Alcoa Building, Pittsburgh 19, Pennsylvania.



ALUMINUM COMPANY OF AMERICA

#### Frozen-food weights

A list of recommendations for standard net weights on frozen fruits and vegetables is now being circulated to determine the reaction of packers, distributors and consumers by the Commodity Standards Division of the Dept. of Commerce.

This was announced at the recent annual convention of the National Assn. of Frozen Food Packers in New York by C. Courtney Seabrook, chairman of the association's Container Simplification Committee. All will thus have an opportunity to comment on the recommendations, covering some 16 types of vegetables and five types of fruits, Mr. Seabrook said. If general agreement is obtained, the recommendations will be set up as a voluntary industry standard. After this project is completed, standardizing the net weights of fruit juices and institutional packages will be undertaken next.

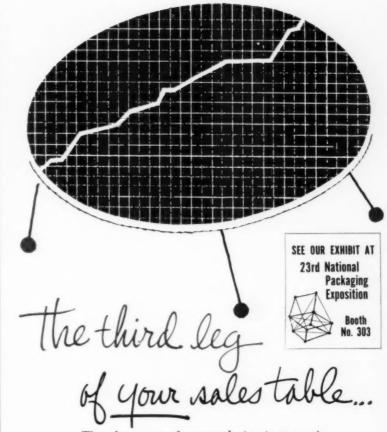
At a discussion on prepared frozen foods, George L. Mentley, general sales manager, Birds Eye Div., General Foods Corp., told visitors to the convention that these items, generally thought of as being made from a combination of several products and ready to be warmed and eaten, have the greatest sales potential in the frozen-food industry. Already, more than 30% of frozen-food sales on the West Coast are from prepared products, he declared, and a similar development is likely in the East.

#### Photo stencils

(This article continued from page 215) detailed data required presented difficult problems.

One particularly noteworthy application of the film is in silk-screen printing onto wrinkle-finished metal boxes for Government use. In this instance, the printer had difficulty in obtaining a stencil which gave a satisfactory run. Ektagraph steneils have enabled him to make runs as long as 37,000 impressions.

Finally, it should be noted that although screen-process printing has been used in the packaging field for beautification and identification, the advent of Ektagraph film could extend the usefulness of screen-process printing in this type of work. For example, packages can be economically proofed (This article continued on page 310)



The sales success of your product rests on a sort of three-legged table:

- 1. A good, saleable product.
- 2. Good distribution and advertising support.
- 3. A good shelf package, with BUY-APPEAL.

You're taking care of the first two points. But the third leg...

Your product needs the BUY-APPEAL it gets from Bemis Consumer-size Paper Bags, with the brightest, crispest printing your brand ever had.

With increasing self-service, the value of Bemis Packaging has multiplied. Ask your Bemis Man for the complete story.



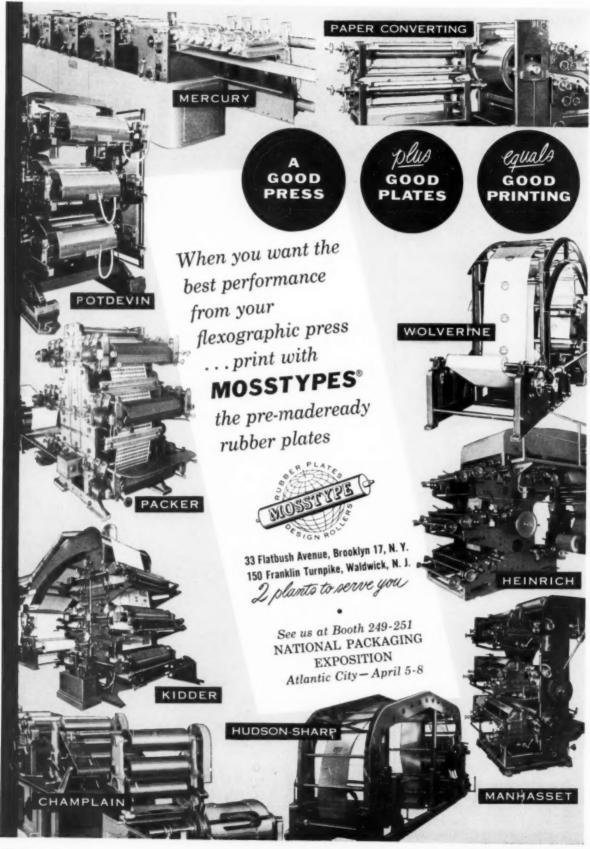




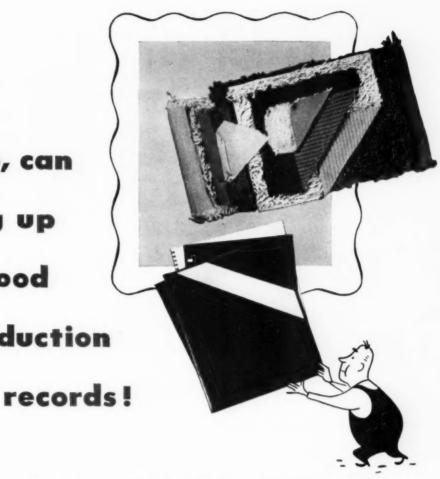




General Offices-St. Louis 2, Mo. Sales Offices in Principal Cities



YOU, too, can hang up good production



With BATH MATS and BOOK BINDINGS the adaptable BECK Automatic Roll Sheet Cutter is an important part of the production picture . . . and it can help you in your cutting problems, too . . . just as it does "rug-cutting" at Katherine Chenilles, Dalton, Ga., and as it helps in the production of Ful-Vue books at Cook's, Inc., Camden, N. J.

MEMBER: If it comes in rolls, the Beck will cut it, count it and stack it!

**BOOTHS 223-225** 



Whatever your cutting problem is, Beck can help you.

CORPORATION iladelphia 8, Pa. 406 N. 13th Str

Pacemakers since 1864 in the ENGINEERED APPLICATION of SHEETERS and SLITTERS





It Protects! A special vinyl plastic, sturdy and strong. Impervious to alcohol, moisture, oil. Use even when packing product hot. Keep your jar lid virgin clean. A secondary seal to insure product freshness!

If Sells! Your selling copy printed in any color right on jar-disc gives added prestige when jar lid is removed. Use for logo, or directions, or push another product!

It Beautifies! Opaque, matte, oyster-white! No mess caused by creams adhering to inside of jar lid. Your product will reach the consumer fresh and neat.

It Costs Little! Every size available quickly. Give us the outside diameter of jar top or, send us a jar sample—and we will gladly quote and furnish sufficient samples for laboratory tests. We have a size for every jar!

Walter Frank BOX 111 C ELMHURST, ILL.

See Gottscho's big action display of <u>automatic</u>

Production-Line Printing, Marking, Coding Machines
for packages of every size, style and type



See then: all ... Rolacoder, Rolaprinter, Markocoder, Markoprinter, Cylindaprinter, Gottschoprinter, Corliss-Coder, Cartoncoda, Jarcoder, Industrial Printer

ADOLPH GOTTSCHO, INC.

Solution

ADOLPH GOTTSCHO, INC.

Years of Leadership

In Canada: RICHARDSON AGENCIES LTD., Toronto & Montreal

(This article continued from page 307) for circulation and approval of detailed design prior to printing large lots by lithography or letterpress. Custom-designed packages for special events, promotional sales, point-of-sale advertising and similar uses are other practical applications. It may be concluded, therefore, that if screen-process printing in packaging can be stimulated by the use of modern photographic techniques, the results should certainly prove as beneficial in this field as they have in many other industries.

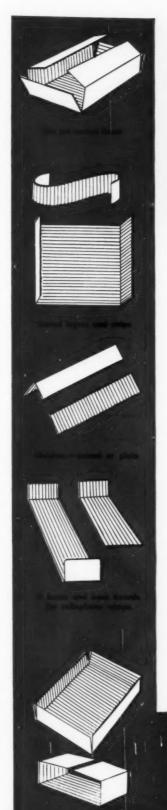
#### Component package

(This article continued from page 143) reaches the supply hoppers via metal tubes from the supply container on the floor above. It is fed continuously to the machines, requiring no periodic stoppages for reloading.

After the corn has been filled, the bag moves into position beneath the oil-supply hopper and pauses again while the liquid oil is discharged into the right section of the package. Resistance wires encircling the bottom of the oil hopper keep the material fluid until it passes through the filling valve. The filled bag is then automatically heat sealed at the top, closing both sections, and drops down onto a short conveyor which carries it to the cooling tunnel.

Under the present plant set-up, one cooling tunnel approximately 35 ft. long handles the output of the two automatic machines and another tunnel serves the original semi-automatic line. At the end of the tunnels, operators remove the bags from the conveyors and pack them in multiples of 24 packages in one-piece, folding-style counter display cartons printed in blue and red. As soon as a carton is filled, it is conveyed to the floor below, where other packers lay a display card over the top of the package and then slip a printed chipboard cover in place over the box. The finished cartons are then packed in two's and four's in corrugated shipping cases.

The counter display carton is so designed that the display card which accompanies it can be slipped in position at the back, behind the individual envelopes, as an additional attention-getting device. The box and card play up "the perfect package for home popping" and carry price information and brief sales copy. The pro-



protection for your product sales appeal in your package

COST!

From Malanco you get the EXTRA product protection for today's packaging demands . . . that EXTRA point-of-purchase sales appeal in your packaging that modern merchandising methods call for—and all of this at no extra cost . . . In fact, many times Malanco's corrugated products give you significant savings over your present packaging costs.

BAKERS AND CONFECTIONERS: for liners, dividers and partitions that are extra rigid, extra grease-proof and available in a wide range of colors, weights and paper, change to MAL-PAK, a Malanco exclusive.

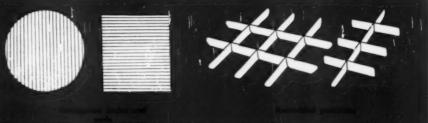
DRUG, COSMETIC and TOILETRIES packages — for the ultimate in package personality change to MALANCO'S scintillating white corrugated carton liners. Where cost is a consideration, bleached kraft or sulphite liners are recommended.

INDUSTRIAL, MAIL ORDER and DEPARTMENT STORE packagers prefer MALANCO'S "chip," "straw" and kraft corrugated cushioning materials for adequate protection at low cost.

No order for any of MALANCO'S wide range of important packaging products is too small to warrant our careful attention . . . or too large for our ever-expanding engineering facilities and production capacity.



138th and Chatham, Blue Island, Illinois • FUlton 5-8300







\*\*These eight packaging lines in the Wildroot Plant in Buffalo, N. Y. have a combined capacity of approximately 1000 bottles per minute. The Wildroot Company, manufacturers of famous Wildroot Shampoo and allied products, have long been users of CaPeM screw cappers. The efficient performance turned in by earlier CaPeM machines was the determining factor in their selection when Wildroot recently equipped a new plant.

CaPeM Screw Cappers handle all types of metal and plastic caps and are fully automatic. They operate on jars, cans, bottles and jugs ranging in size from 1 oz. to gallons. Speeds range from 40 to 300 containers per minute.

For complete information on CaPeM Screw Cappers, or other packaging equipment, write Sales Manager, Consolidated Packaging Machinery Corp., Buffalo 13, N.Y.

CaPeM SCREW CAPPERS

CONSOLIDATED PACKAGING MACHINERY CORP.

1400 West Ave., Buffalo 13, N.Y.

tective chipboard cover, which is discarded when the box is placed on display, identifies the product and bears other information useful to the storekeeper.

According to Mr. Odd Carlsen, TV Time Foods plant manager, preparations are now nearing completion for the installation of a battery of the specially engineered automatic packaging machines to meet the company's future marketing plans.

CREDITS: Polyethylene film for semiautomatic line supplied in printed roll form by Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis., and Traver Corp., 358 W. Ontario St., Chicago, and fabricated into bags on Simplex bag-making machines made by Simplex Packaging Machinery Co., Inc., 534 23 Ave., Oakland, Calif. Printed polyethylene-coated cellophane ("Durafilm") for automatic lines, The Dobeckmun Co., 3301 Monroe Ave., Cleveland. Counter display cartons, United Board & Carton Corp., 2 Park Ave., New York. Corrugated shipping boxes, Union Bag & Paper Corp., 233 Broadway, New York. Automatic pouchmaking, filling and closing machines for polyethylene-coated cellophane packages built on special order.

#### Flow of solids

(This article continued from page 211) shear strength of the material. It is possible to find the shear strength for a material in any bin configuration. We have designed apparatus that will permit us to determine it by measuring the force required to make a known plug of material shear against surrounding material.

Stress depends on the characteristics of the material and on the design of the bin. It can be determined as soon as a reliable equation has been evolved. When we know both stress and shear strength, we will be able to predict conditions governing flow in a given process.

To confirm theoretical findings, we plan to build experimental hoppers. We should be able to build a hopper with a certain discharge opening that will permit flow and another hopper with a slightly smaller discharge opening that will not allow flow.

#### References

 "Walls, Bins & Grain Elevators" by M. S. Ketchum, 3rd Ed., McGraw Hill Book Co., Inc., New York, N. Y., 1929.

 "Earth Pressure, Walls and Bins" by Cain, John Wiley & Sons, New York, N. Y.



Your Four-Star Answer to Uninterrupted Production

> \* STRONG. Durability is one of the pre-requisites of every R. C.-designed container. Asphalt-impregnated and paraffin-lined containers are only two examples of the thorough product protection offered by R. C. Packaging.

> \* COMPLETE VARIETY OF SHAPES AND SIZES.

> \* FAST, DEPENDABLE DELIV-

ERY. Free from the production headaches attending material cutbacks. Four factories to serve you.

\* LOWER COST, In spite of these assets for smart-looking, up-to-date packaging, R. C. containers cost less to produce, less to ship.

> "Have Your Next Package 'CAN-gineered' by R. C."

N COMPAN

MAIN OFFICE and Factory **Branch Factories:** 

9430 Page Blvd., St. Louis 14, Mo.

Arlington, Texas; Rittman, Ohio; Turner, Kan. SALES OFFICES:

Atlanta 3, Ga., L. C. MORRIS CO., 1125 Spring Ave., N.W. \* Denver 9, Colo., E. F. DELINE CO., 224 W. Alameda \* Los Angeles 15, Calif., CAN SUPPLY CO., 1006 W. Washington Blvd. \* Memphis 3, Tenn., S. W. SCOTT, 608 McCall Bldg. \* Minneapolis 1, Minn., W. L. BENNETT, 126 5. Third St. \* New Orleans 12, La., C. E. DOBSON, 1003 Carondelet Bldg. \* New York City, N. Y., R. C. CAN CO., 225 W. 34th St.

#### SOME QUESTIONS AND ANSWERS ON THE

## SENSATIONAL BLISTER-PAK!

#### WHAT IS BLISTER-PAK?

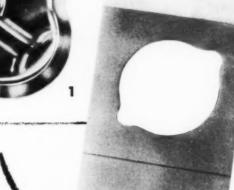




A revolutionary package containing two elements—1) a transparent plastic "blister" or "window", vacuum formed to custom fit the product; 2) a printed die-cut card, pressure-sensitive backed, which, when folded over, automatically adheres and seals in the Blister-Pak containing the product.



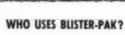
SOUD BRASS BUTTERFLY HINGE





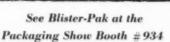
#### WHAT ARE ITS ADVANTAGES?

- Dust-proof, moisture-proof, pilfer-proof
- Quick, labor saving assembly on die-cut printed cards with pressure-sensitive adhesive already affixed
- No stapling, no gluing, no special equipment necessary
- Inexpensive, can be massproduced in quantities quickly





Any alert merchandisers with over-the-counter items, in any odd shapes or sizes. Hardware small parts, cosmetics, stationery items, notions, are but a few industries now making smart selling use of this new packaging technique.





We'll be able to make Blister-Paks right there. If you have an odd-shaped item, bring it along and we'll custom fit a Blister-Pak for it. See for yourself how Blister-Pak can show your product to best advantage, give it new sales appeal. If you cannot attend, then make a point of writing for the Blister-Pak Kit with actual samples.



#### MERIT DISPLAYS CO.

McLEAN BLVD. at 26th, PATERSON, N. J. ARMORY 4-8630

Also printing, silk-screening, mounting, fabric covering, and a very complete woodworking division.

2



## Cake sales skyrocket

IN ALUMINUM PACKAGES!

Sales of Sara Lee premium quality coffee cakes have shot up to 100,000 a week in the Chicago area since their introduction in aluminum containers less than two years ago!

A major reason for these booming sales is the Ekco-Foil aluminum pan, produced by Ekco Products Company, Chicago, Ill. This pan provides an unmatched combination of sales-appeal and ease of production.

Sparkling aluminum gets customer attention as no other packaging material can. Housewives appreciate

Production more convenient, economical

Both baking and shipping are done in this multi-purpose Ekco-Foil food container—thus eliminating the time and expense of transferring to shipping plates,

the convenience of heating and serving right in the

original container. And it can be re-used for cooking or

refrigerator storage.

Containers made of Kaiser aluminum maintain product quality longer, so wider distribution is possible. Aluminum is non-porous—can't absorb flavor, can't impart flavor. Protects against heat, moisture, dehydration.

along with the cost of washing and storing baking pans.

Although Kaiser Aluminum does not manufacture containers, we can furnish names of leading converters who will gladly work with you on your problems. Call or write any Kaiser Aluminum office in principal cities for complete information. Kaiser Aluminum & Chemical Sales, Inc., Oakland 12, California.



Kaiser aluminum available in a wide range of specifications.

## Kaiser Aluminum

setting the pace—in growth, quality and service

f you use.

PAPER

FILM

2016

FABRIC

. in sheets

you'll find some helpful costcutting suggestions at the . . .

Clark-aiken exhibit

**BOOTHS 1348 - 1354** 

National Packaging Exposition Atlantic City, April 5-8, 1954

THE CLARK-AIKEN COMPANY . LEE, MASSACHUSETTS

#### **Progress for Gillette**

(This article continued from page 168) mediate version, because of opaque backs, had another advantage which the first open wire rack did not have. They permitted a continuous display of the Gillette name behind the razor cases which prevented shoppers from confusing Gillette's merchandise with unrelated merchandise located directly in back of the counter display unit.

Important in all Gillette packaging and display are seasonal promotions for Christmas, Father's Day and the World Series. Illustrative of a Father's Day special is a die-cut display card designed for merchandising cartons containing five of Gillette's now famous plastic dispenser packs, each

containing 10 blades.

An ingenious Christmas unit was Gillette's three-dimensional stylized Christmas-tree counter display. Five cartoned units containing five dispensers of 10 blades each were affixed to a die-cut paperboard tree so that all the retailer had to do was to pull out a back easel and snap-lock it into the sides to have a tree with a three-dimensional look, with the end of each package projecting free. Nothing like this had ever been done by Gillette before.

A most effective method of selling Gillette blades the year round has been through the use of the now familiar glass-topped, flat tan wooden case seen on change counters in the great majority of tobacco and drug outlets. This unit has now been improved to provide concealed hinges for the glass lid and a permanent finish for the front-panel logotype, thus preventing the possibility of the name, "Gillette," wearing off. Again, the company reports, advantages were realized without any increase in production costs.

Gillette's continued enviable sales record—over \$100,000,000 a year—shows significantly how attention to details pays off.

CREDITS: Design consultants, Nowland & Schladermundt, 205 E. 42 St., New York 17. Metal display racks, J. L. Clark Corp., Rockford, Ill. Molded polystyrene boxes, Foster Grant Co., Leominster, Mass. Paperboard displays, The Nevins Co., Clifton, N. J., and U. S. Printing & Lithograph Co., 340 Beech St., Cincinnati 12, Ohio. Gift cartons, The Nevins Co. and Robertson Paper Box Co., Inc., Montville, Conn.

# artitions for O rotective O ackaging



WRITE, PHONE or WIRE for QUOTATIONS on YOUR REQUIREMENTS

#### peter partition corp.

Manufacturers of Cardboard Partitions

19-21 HEYWARD ST. Telephone: BROOKLYN 11, N. Y.

#### Package by Count

to 300,000 Parts per Hour

AUTOMATICALLY COUNTS AND PACKAGES ACCURATELY
THE FOLLOWING PARTS, TO ANY SET QUANTITY



Count-O-Matic E

NÚTS TABLETS
SCREWS PILLS
WASHERS CAPSULES
BUTTONS
WASHERS CANDIES
COATED OUM
NATLS
STUDS MACHINED
PARTS
EVE SCREWS PLASTIC
BUSHINGS
ELECTRICAL
BALLS
DISCS

RTS PLUGS

And a Variety of

Booth 113-115



Count-O-Matic

These versatile machines will solve your counting and packaging bottlenecks instantly. One machine can handle the complete range of products of many industries. The COUNT-O-MATIC feeds the product continuously into alternate receptacles which are automatically positioned and removed by the electronically synchronized conveyor. Unskilled labor can operate this machine. It can be set up for a different size product in 5 to 10 minutes. A turn of the dial on the electronic control panel sets the quantity to be counted.

#### U. S. ENGINEERING COMPANY

40-22 22nd Street

Long Island City 1, N. Y.

#### LET US SOLVE YOUR REGISTRATION AND SYNCHRONIZATION PROBLEMS

Eliminate waste, labor, set-up time and increase production with two way

#### **ELECTRONIC REGISTRATION CONTROLS**

Complete both as to mechanical and electronic parts (also available as separate units)

A complete range of sizes for any web fed and rotary equipment.

These leading firms are just a few of the users of our equipment.

American Greeting Card Co.
Allen Carlons, Inc.
Chillicothe Paper Co.
Cupples-Hesse Corp.
Cello-Primt, Hawaii Ltd.
Cromwell Paper Co.
Aluminum Rolling Mills, Ltd.
Dewey & Almy Chemical Co
General Foods Corporation
J. J. Grass Noodle Co.

Hamblet Machine Co.
Mastic Asphalt Corp.
Manton Bros.
Pack-Age Sales, Inc.
Reish Products Co.
Shellmar-Betner Division—
Continental Can Co.
Sunshine Biscuits, Inc.
Topps Chewing Gum

WRITE FOR FURTHER INFORMATION

#### Machine O'Matic, Inc.

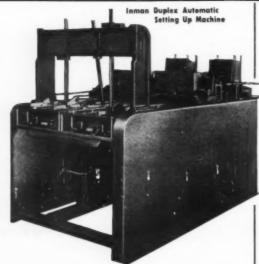
2045 North Hoyne Ave.

Chicago 47, III.

Visit our display
PACKAGING SHOW
ATLANTIC CITY

#### Set up boxes faster than ever

Up to 150 per minute



This machine is used for setting up conventional glue lap boxes and covers from died out blanks, up to 150 pieces per minute. A dual production line sets up two pieces at a time, for example—one box and one cover, or two boxes, or two covers. Construction is simple and sturdy.

#### **SPECIFICATIONS**

Depth 34" to 41/2" Maximum Length 12" Maximum Width 12" Largest Blank ... 16" x 17" Machine Speed Up to 75 per minute Up to 150 pieces per minute 51" wide x 110" long Production Floor Space Weight 5200 pounds Horsepower

Inexpensive tools for extra sizes available. Equipped with rotary gluers and completely adjustable forming well. One operator. If sizes beyond those specified are required, they can be accommodated by changes in design. *Price and delivery on request*.

Inman Manufacturing Company, Inc.

Amsterdam, New York

To give new life to an old product...



t sold to the second se

to win quick friends for a new product...

package it in an unbreakable Millsplastic bottle



CONTINENTAL



CAN COMPANY

SHELLMAR-BETNER
FLEXIBLE PACKAGING DIVISION
2930 North Ashland Ave., Chicago 13, Illinois

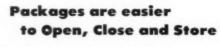


If you have a product that can be sprayed or sprinkled, you will find that its sales perk up when it is packaged in an unbreakable Millsplastic bottle. Flexible, versatile, light-weight, these colorful polyethylene bottles are available in standard styles or custom-made in the size, shape and color of your choice. Like all Tailor-Made products of Continental's Flexible Packaging Division, Millsplastic bottles are designed to appeal to your customers and engineered to appeal to your production men. Will you let Continental show you how this new idea in packaging can affect your product?

## TO FOCUS SHOPPER ATTENTION add SEAL SPOUTS\*



Housewives prefer packages with Seal-Spouts for these important reasons:



Products are easier to pour without spillage

Many manufacturers value the sales advantage of Seal-Spouts. You too may be benefited.

Seal-Spouts are available in the size you need. They're applied automatically — right in the production line. Send for complete details.

T. M. REG. U.S. PAT. OFF.



#### SEAL SPOUT Corp.

363 Jelliff Ave., Newark 8, N. J.

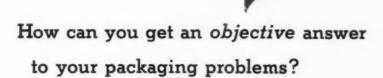
#### G.E.'s "sell"

(This article continued from page 156) that a corrugated folding carton (125-lb. test), initially used for a dishwasher impeller, will eventually hold 100 different items. While all these containers will have the identical overall design, a blank area is available for imprinting product name and catalog number. Imprinting will also be the technique for other cartons slated to hold a wide variety of parts.

Taking the above carton as an example, General Electric figures a saving of 3 cents on wrapping each impeller. In the old carton, each of 12 impellers was wrapped in single-face corrugated paper. Approximate labor and material costs were 8 cents for wrapping each impeller, plus vendor repackaging cost of 3 cents each, plus an estimated 6-cent cost for later individual packaging by the distributor, or a total of 17 cents. Besides the saving of 3 cents per unit, the company is spared breakage due to rehandling and improper distributor packaging.

Once G. E.'s new packages were off the drawing boards and into distribution, the company received many unsolicited letters of commendation—indicating that the new family-designed line of containers is a bell ringer with dealers and distributors. The company's packaging planners were especially elated when an impressive number of letters reported that the containers now are seldom shoved on the back-room shelf, but are more apt to be placed in key display areas in the front of the store.

CREDITS: Clocks-Structural design of unit cartons and multi-unit display packs, Richard E. Paige, Inc., 114 E. 32 St., New York 16. Unit cartons, Warner Bros. Co., Inc., 325 Lafayette St., Bridgeport, Conn.; Robert Gair Co., Inc., 155 E. 44 St., New York, and Container Corp of America, 38 S. Dearborn St., Chicago. "Jackstraw" and "Brite Dial" displays, Industrial Lithograph Co., Inc., 1449 37 St., Brooklyn. Appliances-Corrugated folding boxes, The Hinde & Dauch Paper Co., 407 Decatur St., Sandusky, Ohio. Paperboard folding boxes, Frankenberg Bros., Columbus, Ohio. Self-sealing envelopes, United States Envelope Co., 21 Cypress St., Springfield 2, Mass. Polish can, American Can Co., 100 Park Ave., New York 17. Touch-Up Tool aerosol can supplied by Continental Can Co., 100 E. 42 St., New York 17, and filled by Sprayon Products Co., 2075 E. 65 St., Cleveland 3, Ohio.



A completely objective analysis of packaging problems requires, first of all, a freedom of choice in selecting packaging materials, and secondly, the specialized research and engineering personnel to develop the right package where none now exists.

To help you with complex packaging problems, Marathon Corporation has recently set up a new General Packaging Department. Practically all types of materials are at their disposal: papers, paperboards, foils, films, special coatings. And the same packaging research and engineering development that have made Marathon the acknowledged leader in food packaging are applied to your particular problem.

Marathon's General Packaging Department already has been responsible for developing such packaging innovations as dust-resistant overwraps, special package liners to prevent loss of moisture, heat-sealed textile labels, thermoplastic bands for combination merchandising offers, roll-style uncoated labels, linerless sift-proof cartons.

Why not get an objective answer to your particular problem from the packaging specialists who represent Marathon's General Packaging Department? You can contact these men at regional offices listed below. Or write Marathon Corporation, General Packaging Dept., Menasha, Wisconsin.

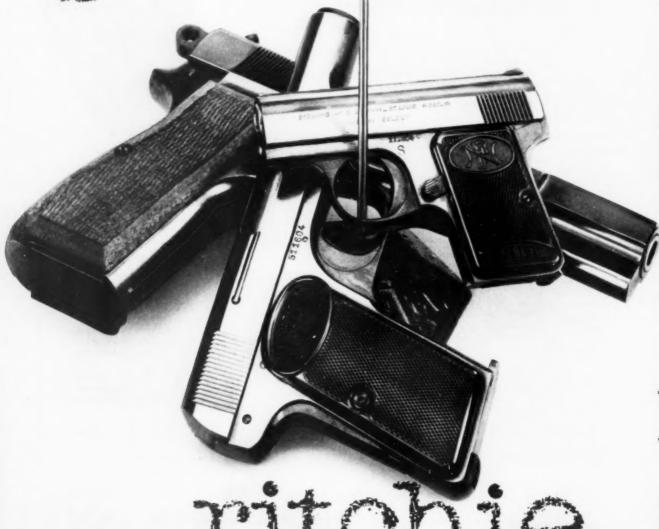
You are cordially invited to visit Marathon's General Packaging exhibit at the National Packaging Exposition, April 5 to 8 in Atlantic City. Booth 505.



Sales Manager General Packaging Dept.

Chicago (444 N. Michigan Ave.): Roy Zimmerman New Yerk (250 Park Ave.): Paul Anthony Atlanta (2025 Peachtree Road): Arnold Andersen Cleveland (815 Superior Ave.): Kenneth Dolezal San Francisco (101 Harrison St.): Stanley Wyss MARATHON
SELL BRANDS - PROTECT PRODUCTS - SPEED PRODUCTION
PACKAGES

pistol packing





These packages by Ritchie . . . combination displays and permanent cases for the new Browning automatic pistols—really get the drop on competition.

Creating and producing a line of such boxes on a limited budget wasn't easy; but once we drew a bead on the problem, this sure-fire solution was inevitable.

incoming timerening

Ritchie is used to assignments like this. Keep this in mind, next time you have a packaging problem.



W.C. Ritchie and Company •8840 Baltimore Avenue • Chicago 17, Illinois

New York Detroit Dallas St. Louis Cincinnati Memphis

Rochester Cleveland Jacksonville Los Angeles Denver

### SPRA-TAINER: Does It again!

### AND REFINISHING EXPERT WITH Plasti-Kote

Quick — no brush, no mixing required. Easy — simply press the trigger and spray according to directions. Choose Lacquer or Enamel in the color desired. Use on autos, metal furniture, fixtures,





\*Manufactured by Plasti-Kote, Inc., Cleveland, O.

appliances . . . wherever beauty and durable protection are desired.

If your product will spray or foam, watch it sell faster in the Modern Design of SPRA-TAINER — world's original and leading lightweight pressurized container. "No Top Seam, No Side Seam."

Look to Crown not only for SPRA-TAINER, but for Progressive Packaging in whatever other finest quality cans you need. Consult our Complete Line.



CROWN CORK & SEAL COMPANY, INC.

One of america's Largest Can Manufacturers PHILADELPHIA, Chicago, Orlando, New York, Baltimore, Boston, St. Louis

#### Frozen dinner is back

(This article continued from page 135) ready-prepared Swanson products: frozen chicken, beef and turkey pies and chicken a la king.

The packaged dinners are packed six to a case for small- or mediumsized retailers and four cases in a master shipper for large stores and distributors.

Swanson's TV Turkey Dinner was introduced at a luncheon for approximately 200 food editors last fall and early in December announcement of the product was made to Swanson's sales organization and brokers. Samples were mailed to distributors. Orders resulted immediately. Acceptance has since prompted plans to mechanize the packaging line to a greater degree to speed production of the dinners.

Additional Swanson packaged dinners will be marketed. TV Chicken Dinner, soon to be available, will be the second item in the line.

The type of market which the packaged heat-and-serve dinner will best serve has still to be explored. Officials of the Swanson Co. believe that the initial response guarantees wide interest. "It is most gratifying to us to see the spontaneous acceptance and orders for this new Swanson product, which confirms our belief that there is a substantial market for this convenience dinner," says Clarke Swanson, executive vice president of the company. "We are encouraged by this reaction to speed up testing of other dinners yet to come and to increase production facilities not only for the Swanson 'TV Turkey Dinner,' but for the others as well."

CREDITS: Aluminum-foil trays, Foil Kraft, Inc., 1805 Sichel, Los Angeles; foil cover wraps, Pacific Coast Foil Co., 500 Sansome St., San Francisco, both using foil by Kaiser Aluminum & Chemical Sales, Inc., 1924 Broadway, Oakland 12, Calif. Carton and laminated "Fibre-Seal" overwrap, Marathon Corp., Menasha, Wis. Shipping cartons, Central Fibre Products Co., Inc., 111 W. Washington, Chicago. Label design, Gene Roth, 148 E. 48 St., New York.

CORRECTION-We regret that Shellmar-Betner Flexible Packaging Div. was incorrectly identified on p. 118 of our February issue, in connection with barrier materials supplied to the Eastman Kodak Co., as a division of American Can Co. It is, of course, a division of Continental Can Co.

#### MARKE SOLVED THIS MARKING PROBLEM

#### IMPROVED PRODUCT APPEARANCE -LOWER PRODUCTION COSTS



A manufacturer of wood screws increased his product's retail merchandising appeal by changing from cardboard boxes to plastic tube containers which clearly display the screws. He now prints all label data directly on the cylindrical container with a Markem machine. Quickly changed variables in imprints include: quantity, type of plating, head type, length and size. Containers are imprinted as and when needed; no inventory of marked containers need be maintained. The method eliminated outside printing changes, tremendous paper label inventories, and labor of label application. One Markem machine, printing at production rates in exact quantities, has made possible the more attractive and appealing package and at the same time reduced production costs appreciably.

THE MARKEM METHOD CAN HELP YOU

This is just an example of how Markem solves industry's marking problems. The complete Markem Method consists of: (1) ANALYSIS of your marking or imprinting problems, (2) RECOMMENDATION of appropriate Markem Machine, Markem Type and Markem Ink, and

(3) SERVICE - in installation, instruction, maintenance and supply.

If you want to mark products, parts or packages for identification, control or market, get in touch with Morkem. The Markem Method has been providing a single source for savings in time, effort and inventory ... since 1911.



Markem Machine Company, Keene 1, N. H., U.S.A.



# HAVISTON-PROSE NO SOL

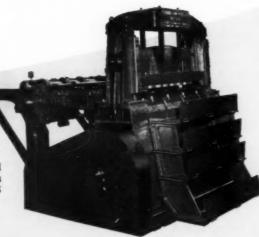
#### **HAMILTON Can Body Flanger**

Model 301 automatically flanges up to 300 cans per minute . . . for round cans up to 41/4" diameter. Three other high-speed flangers for larger round cans and square cans.

# HAMILTON

#### HAMILTON Scroll Shear

Cuts costs by speeding output and saving 4-7% in tinplate. Handles sheets 25" to 36" square up to 125 strokes per minute.



# WANTED AND

#### **HAMILTON** Bodymaker

Designed for high speed, completely automatic, long-run production of can bodies from 2-1/16" to 41/4" in diameter and 21/4" to 5-3/16" in height.

#### Write

For full information and specifications on any Hamilton automatic can machinery, write to Hamilton Works, Baldwin-Lima-Hamilton Corporation, Hamilton, Ohio.



BALDWIN



#### HAMILTON Duplex Gang Trimmer and Slitter

Boosts production by slitting up to seventy 36" sheets and cutting them into body blanks each minute. Newly designed for less maintenance and lower operating costs.

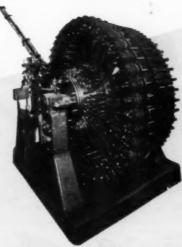
...world's most complete line of ...world's most complete line of ...cost-cutting modern...high-speed...cost-cutting

modern machinery



#### **HAMILTON Strip Feed Press**

Built to last!... The last word in high-speed, low-maintenance strip feed presses. Up to 300 strokes per minute.



#### **HAMILTON Can Tester**

Capable of speeds above 300 cans per minute, model 301 automatically tests sanitary cans with diameters up to 41/4" and heights up to 71/6". Model 302 tests larger cans.

#### LIMA · HAMILTON

HAMILTON WORKS

HAMILTON, OHIO



# PLASTIC PLACE Aging Is Our Business

GILBERT PLASTICS has the facilities, skill, and experience necessary to help you solve your plastic packaging problems . . . from the planning and designing stage, tooling, manufacturing, assembling, to the finished product. Send us your requirements and specifications for prompt quotation.

GILBERT PLASTICS, INC.

EQUALITY hold-tite ELASTIC keeps your product in position



PERFECT FOR

Pens & Pencils • Advertising Novelties Cosmetics • Display Cards Jewelry • Boxes

Drugs • Masks

Optical goods • and other products

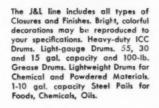
Save money—and get more efficient packaging— low cost Equality Barbed Elastics mount one product, or many products, securely, neatly, and at amazing labor savings. The brass-coated, rust-resistant pins on both ends are easily inserted in paper or board to give a fool-proof grip. Immediate delivery, in any lengths, and in a wide range of colors. Write today for samples and prices.

Ask too, about Equality braided cords...colorful, low cost...perfect handles for transparent containers, hat boxes, knitting boxes, etc.

#### EQUALITY NOVELTY CORP.

104 W. 29th Street, New York 1, N. Y., Wisconsin 7-3796







#### FOR DEPENDABILITY

... for consistent product protection
YOU CAN DEPEND UPON J&L
STEEL CONTAINERS

Through years of dependable service, J&L Steel Drums and Pails have proved that they meet the most rigid tests for product protection. You can be certain that the product quality your customers expect is thoroughly protected because:

1 J&L Drums and Pails are made from high quality J&L Steel Plate.

2 J&L Drums and Pails are made with care and accuracy in every detail.

You can obtain J&L Steel Drums and Pails through plants located in leading industrial centers. You'll find J&L service fast and efficient. Call the J&L office serving your community.

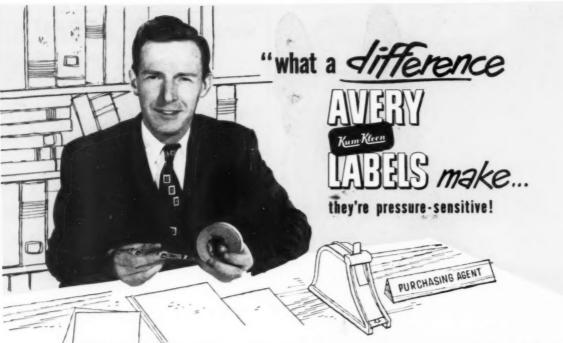
Jones 4 Laughlin

STEEL CORPORATION - Pittsburgh

CONTAINER DIVISION

405 Lexington Ave., New York 17, New York





...production's really sold on 'em-and they're priced right!"

Plant ... department ... or individual – everyone's sold on Avery Pressure-Sensitive Labeling. Here's why:

■ Countless hand operations are eliminated...one simple motion and they're on to stay—without moistening! Avery Kum-Kleen Labels are fed, either one-at-a-time from an auto-

matic dispenser, or from sheets for individual labeling.

one package

entire line...

McQuay-Norris faced an ever-growing inventory of labels and boxes for various products. Different sizes, colors and stock numbers added to this problem—until Avery Pressure-Sensitive Labeling provided the most practical answer... one package became an entire line. Avery Dispensers made application fast, simple and economical. Large inventories were eliminated, and package appearance was improved. Net result: labor costs were cut 85%... 9 labels replaced 40...and printing costs were reduced 500%!









- Production line speed means Avery Labels work on every labeling job faster, more efficiently and more economically. They fit into any production line, at any speed.
- Clean, easy application even on hard-to-label surfaces. Self-Adhesive Avery Kum-Kleen Labels stick tight to any clean, smooth surface...they won't dry out, curl or pop off. And they stay neat and attractive—even under temperature and humidity extremes.
- Low cost Avery Dispensers either manual or electric assure dependable labeling and top efficiency for every labeling job. Write today for details—case histories and free samples of Avery Pressure-Sensitive Labeling!

#### AVERY ADMESIVE LABEL CORP., Custom Div. 127

117 Liberty Street, New York 6 • 608 S. Dearborn Street, Chicago 5 1616 S. California Ave., Monrovia, Calif. • Offices in other principal cities

Please send case histories and free samples

Have the Avery Label

Name\_\_\_\_

Address

Our Business Is...

FREE-lakel majeric sarries

Avery labeling specialists experienced with the requirements and labeling problems of many industries, are all your service to help you develop improved, low-cost self-adhesive labeling methods No abligation....vrite today



#### COLTON THE WORLD'S MOST COMPLETE LINE OF FILLING EQUIPMENT



**OPERATED TUBE** FILLER FOR PASTES AND CREAMS.



TYPE TUBE FILLER FOR PASTES AND



NO. 140 WORM TYPE TUBE FILLERS FOR PASTES AND



NO. 110 WORM TYPE FILLER FOR LARGER TUBES OR



OPERATED TUBE CLOSER FOR CLIPLESS CLOSURE.



NO. 430 TUBE CRIMPER, FOOT

#### ONLY COLTON OFFERS A RANGE OF MACHINES COVERING EVERY MATERIAL FILLING REQUIREMENT, FROM LIQUIDS TO HEAVY ABRASIVE PASTES



NO. 420 TUBE CLOSER AND CRIMPER, POWER OPERATED.



104 MULTIPLE NO. LIQUID FILLER WITH FOUR, SIX OR EIGHT NOZZLES.



NO. 107 LIQUID FILLER BENCH TYPE, FOR CANS, BOTTLES, JARS,



NO. 103 FILLER, CLOSER AND CRIMPER, FOR TUBES OR BOTTLES.

#### COLTON'S BRILLIANT NEW LINE INCLUDES THE RIGHT MACHINE FOR SPEED AND ECONOMY ON EVERY FILLING JOB



COLTON STRIP PACKAGING MACHINE



NO. 175 TUBE FILLER AND CLOSER. AUTO-MATIC, SINGLE OR



NO. 180 TUBE FILLER AND CLOSER, AUTO-MATIC, SINGLE OR



NO. 126 MULTIPLE LIQUID FILLER



Send for catalog of acoutical Equipment

#### ARTHUR COLTON COMPANY

DIVISION SNYDER TOOL & ENGINEERING COMPANY 3481 E. LAFAYETTE DETROIT 7, MICHIGAN

PLANT NO. 2—500 Bellevue, Detroit • PLANT NO. 3—Mancelona, Michigan Export Office-13 E. 40th St., New York City

Specialists in Pharmaceutical and Packaging Machinery for nearly 70 years

Booth 1012

National Packaging Exposition · Atlantic City Auditorium · April 5-8



Send for catalog of

#### Big show on the Boardwalk

(This listing continued from page 137) Chesney, T. A. Torrence, T. M. Hill. Hotel: Shelburne.

ALUMINUM FOILS, INC. Booth 1232. Samples of Aluminum Foil products. Personnel: W. J. Baenziger, E. W. Lonsdale, T. W. Allison, W. F. Kaufmann, G. B. Proud, Jr., P. Crane. Hotel: Claridge.

AMERICAN PARTITION CO. Booth 1314. "Kwik-pack" display unit featuring cost savings in action with a series of 32 colored rotating slides. Personnel: M. Chernin, C. Nooy, D. Cunningham, D. Heckert, F. B. Quinn.

AMERICAN TYPE FOUNDERS, INC. Booth 871. High-speed gravure and offset printing equipment, cylinder engravers, laminators and coaters. Personnel: R. N. Ward, D. Murray, E. Stacy, F. Hacker, A. Keeshan. Hotel: Chalfonte-Haddon Hall.

AMERICAN VISCOSE CORP. (Sylvania Div.) Booth 411. Display of everything from cellophaned fruit to nuts, stressing economy and product visibility. Personnel: J. W. Little, J. G. Mohlman, T. O. Williams, E. M. Farris, E. V. Weston, G. W. Kindt, H. W. Dearborn, H. H. Hamburg, A. J. Horgan, R. E. Reynolds, P. E. Lawrence, W. J. Butler, W. L. Wade, C. R. Shaffer, C. S. Brown, J. A. Anglada, T. H. Derby, F. W. Spannagel. Hotel: Ritz-Carlton.

AMES BAG CO. Booth 1523. Exhibit of textile bags; parts and mailing bags; transparent film, etc.; facilities include the making, filling and packaging of cans. Personnel: J. B. Ames, B. T. Sale.

ANDERSON BROS. MFG. CO. Booth 1301. New model 60 rotary filler and capper for %-oz. and 1-oz. cups, which dispenses cup, fills it and caps it automatically for cream, mayonnaise, salad dressing, sandwich spread, catsup, mustard, etc., at speeds from 35 to 70 per minute. Personnel: R. Anderson, W. Gunnerson, R. La Forge, W. Johannes. Hotel: Claridge.

ARABOL MFG. CO. Booth 455. Display of packages assembled with Arabol adhesives. Personnel: E. E. Diedrichs. A. J. Leary, H. R. Froehlig, L. Eickstedt, R. Ellis, J. Gerhart, E. Emerson, F. J. Michael, W. Godfrey, C. Von Weinstein. Hotel: Claridge.

ARAVEL CORP. Booth 962. Operation of experimental working model vacuum forming machine, forming such thermoplastic materials as rigid vinyl, flexible vinyl, acetate, butyrate, styrene, etc.

Personnel: S. B. Freedman, L. I. Freedman, M. C. Freedman, M. Silverman, I. Darcue, L. Varon. Hotel: Ritz-Carlton.

ARENCO MACHINE CO., INC. Booth 202. Operation of tube filling machine; samples of products handled in Arenco machines; also pamphlets. Personnel: R. E. Johnson, H. F. Morse, T. Gronberg, Hotel: Dennis.

ARVEY CORP. Booth 122. Exhibit of multi-color printing on transparent films and foils; laminations for industrial applications, as well as graphic arts; also Lamcote show-case cartons. Personnel: W. H. Newton, P. Godell, R. C. Hazen, C. Bond, J. O'Brien, E. Solenski. Hotel: Shelburne.

ASKANIA REGULATOR CO. Booth 1230. Demonstrations of Askania Edge Position Control, the web guiding system for any materials handled in webs, for printing, slitting, laminating, corrugating, embossing and other operations. Personnel: F. J. Markey, R. J. Matteson, R. J. Kroth, W. W. Wheeler. Hotel: Dennis.

ASSOCIATED COOPERAGE INDUSTRIES. Booth 247. Wooden barrels and kegs, including tight barrels with new linings, to hold dilute acids, solvents and other compounds. Personnel: F. P. Hankerson, J. Eppler, H. Krause, J. Felver, D. Lustig, F. Mauer, G. Neu.

ATLAS PLYWOOD CORP. Booth 1122. Automatic container assembling machines for Atlas ply-fold crates of 350-450 capacity per hour; various styles of ply-fold crates for air conditioners, stoves, household sinks and similar appliances; various types of plywood boxes for domestic and export shipping; also plywood for crate sheathing and other uses—reel lagging, etc. Personnel: R. P. MacPhie, A. F. Jordan, F. C. Steglich, C. I. Batchelder, F. M. Horton. Hotel: Dennis.

AVERY ADHESIVE LABEL CORP. Booth 135. Newest uses of Kum-Kleen pressure-sensitive labels in fields of packaging, merchandising and sales; also demonstration of latest models of Avery's dispensers, both electric and manual. Personnel: R. S. Avery, H. R. Smith, J. S. Torrey, C. J. Lee, R. W. Morris, R. Eckenroth. Hotel: Shelburne.

BAKER-RAULANG CO. Booth 1051. "Octopus" fork truck; "Gas-O-Matic" fork truck; TV-crate handling attachment; "Finger-lift" attachment; special lip attachment for handling cartons without pallets; also regular demonstrations of equipment. Personnel: W. A. Bauer, C. N.

Sumwalt, Jr., G. B. Davis, E. E. McVeigh, M. S. Stevenson, W. L. Parlon, J. T. Swift. *Hotel*: Chalfonte.

BARTELT ENGINEERING CO. Booth 1027. Exhibit of Bartelt automatic packaging machine. Personnel: H. L. Bartelt, D. E. Bartelt, W. T. Boston, E. R. Peterson.

BATTLE CREEK BREAD WRAPPING MACHINE CO. Booth 1105. Package wrapping machine with electric-eye control for printed cellophane; representative samples of products and packages overwrapped and packaged on Battle Creek machine. Personnel: B. H. Redner, K. H. Redner, J. W. Smith, F. Willbrandt, A. Axberg, B. Merrill, A. F. Dietrich, C. E. Doyle. Hotel: Dennis.

BECK, CHARLES, MACHINE CORP. Booth 223. Beck automatic roll sheet cutter in operation; movie Speedlap for high production sheeting; display of box wraps, cotton rugs, plastic window curtains, jewelry boxes, auto seat covers, gummed crepe and photographic papers cut on Beck machines; also scale model of Beck's razor blade slitter. Personnel: C. A. Beck, M. F. Dudeff, T. J. Barnes, III. Hotel: Ritz-Carlton.

BEMIS BRO. BAG CO, Booth 303. Demonstration to show strength and toughness of various types of Bemis bags and how bags will stand in rough handling in packing and shipping; new equipment for filling and closing cotton, burlap and multiwall paper bags. Personnel: M. C. Barnes, R. F. Smith, R. E. Hartig, A. E. Dalldorf, P. R. Bingaman, J. H. Ralston, H. Shaw, W. J. Geimer, H. V. Kindseth, A. D. Hoeppner, A. H. Grace, A. B. Merriam. Hotel: Marlborough-Blenheim.

BENSING BROS. & DEENEY. Booth 360. Collection of flexible packages of cellophane, polyethylene, foil, paper, glassine, Pliofilm, cellulose acetate and other specialty stocks printed with BBD Flexographic Inks; butt rolls of printed samples; "Miss Atlantic City" will act as hostess. Personnel: F. Schafer, J. O'Donnell, L. Watkin, T. Dench, N. H. Cooper, R. Bensing, H. G. Bensing, J. J. Deeney, F. M. Metcalf, S. W. Haug, A. Bouffard, A. Mueller. Hotel: Shelburne.

BINER-ELLISON MACHINERY CO. Booth 274. B-E Filabelmatic model A-26 for simultaneous filling and labeling of containers, up to and including gallons, at speeds up to 60 per minute; B-E Labelmatic Model 16 for automatic labeling of all size containers up to and including gallons at 60 per minute; B-E Feedomatic Air Cleaner, combination machine



**Completed in One Run** 

**HEAT SEAL-PRESSURE SENSITIVE** Gummed -- Ungummed -- Silk -- Cotton

Every type of label, using any type of label material, can be completed in a single run on one New Era Press at speeds to 7,500 impressions per hour.

Your free copy of the New Era Bulletin shows you how the New Era Press is set up to print on any type of label material with flat electros, type or rubber plateshow it die-cuts any square, rectangular, or odd-shape label . . . slits, perforates, and numbers . . . delivering the finished labels in rolls, zig-zag folded or individually cut off-all in a single run. Write for your copy of the New Era Bulletin today.



Bag Headers, Merchandise Tags, Etc. The products shown are only a few of the many types of printing that can be done on a New Era Press.



Manufacturing Company 371 Eleventh Avenue, Paterson, New Jersey which unscrambles containers, air cleans them and single-files them onto following conveyor. *Personnel:* T. E. Illison, M. M. Young, R. P. Anderson, M. O. Tiemann. *Hotel:* Marlborough-Blenheim.

BISCHOFF CHEMICAL CORP. Booth 1334. Exhibit of various hot-melt protective strippable coatings on a variety of items with two new coatings, Thermo-Cote D, for use in the metal working industry, and Thermo-Cote K, for protection of consumer items, from golf clubs to cutlery, featured. Personnel: K. R. Champion, D. R. Welter. Hotel: Shelburne.

BIVANS, E. L., INC. Booth 633. Model 50 Tuck-O-Mat carton set-up machine with quick change-over and speeds up to 75 per minute; Model 54 Convey-O-Mat, which forms and closes bottom of reverse tuck cartons and places them on a conveyor, ready for filling; Model 518 Carton Closer which handles a wide variety of cartons. The Bivans machines are distributed exclusively by the New Jersey Machine Corp. Personnel: E. L. Bivans. Hotel: Crillon.

BORDEN CO., THE, CHEMICAL DIV. Booth 1117. Display of Borden adhesives for labeling, spiral winding, folding boxes, foil laminating, case sealing, etc. Personnel: R. J. Lodge, H. J. Kiehn, R. J. Bandekow, R. A. Biermann. Hotel: Ambassador.

BOSTITCH, INC. Booth 655. New RSCA 585 automatic stitcher; representative staplers and wire stitchers; machines for carding and other fastening operations. Personnel: E. G. Gardner, K. E. Joy, D. E. Wright, W. E. Hofer, S. L. Smith, J. Bliss, G. H. Harred.

BRADLEY CONTAINER CORP. Booth 909. Display of collapsible plastic tubes and squeeze bottles manufactured by patented extrusion-fabricated processes and decorated by high speed lithography in four colors. Personnel: B. Dewey, F. Prahl, W. Willett, H. Griffith, S. L. Kent, E. Halbach. Hotel: Ritz-Carlton.

BROWN BAG FILLING MACHINE CO., INC. Booth 260. Formapak heat-sealing machine for forming and filling small packets; Model PF-100 filling and sealing machine for pre-formed envelopes; also screw and nail counting and filling machine. Personnel: J. J. Doyle, R. N. Wellington, K. B. Swett, R. I. Perault. Hotel: Claridge.

C.I.T. CORP. Booth 1034. Executives will be on hand to answer questions on instalment financing. Personnel: S. D. Maddock, R. S. Murphy, E. T. Neville, C. E. Trudeau, D. C. Brown. Hotel: Dennis. CAMERON MACHINE CO. Booth 1055. New slitting and roll winding machine for use in the production of plastic films. Personnel: E. J. Ward, P. B. Withstandley, L. Rockstrom, C. Aaron, W. Millhouse, Hotel: Dennis.

CARGO PACKERS, INC. Booth 170. Exhibit of packaging aids and machinery. Personnel: J. B. Kupersmit, B. Krebs.

CELANESE CORP. OF AMERICA Booth 445. Two headlines, Up to Date with Acetate and Up to Date with Polyethylene, furnishing acetate and polyethylene from thinnest films to very heavy gauge sheeting; accent for acetate on vacuum forming. Personnel: Representatives from all branch offices, technical services and laboratories.

CELLUPLASTIC CORP. Booth 1207. Display of largest assortment of cylindrical plastic containers. Personnel: W. J. A. Connor, D. Proctor, B. Vega, G. DeVera.

CELON CO. Booth 825. Various customer packages sealed and protected with Celon cellulose seals. Personnel: J. Adams, E. Vaughan, L. J. Trecek. Hotel: Claridge.

CENTRAL STATES PAPER & BAG CO. Booth 237. Printed polyethylene Showbags; custom-made bags of plain and treated papers; also rigid acetate Showboxes. Personnel: M. L. Abramson, H. Velkoff, J. Dinan, D. J. McKay, Jr. Hotel: Ritz-Carlton.

CHAIN BELT CO. Booth 1226. Two working models of Table Top and Cresent Top chain conveyors for handling all types of packaged goods; operation of power transmission and conveyor; samples and pictures of many types of Baldwin-Rex Roller chains, Shafer Bearings and Flex Top Chain. Personnel: G. Schuelke, M. G. Jewett, R. Poisson, J. Cox, E. Lutts, W. Sivyer, S. Kurtz, J. Thuerman, N. Hibbard, J. Russell. Hotel: Claridge.

CHAFFEE, RALPH, & CO. Booth 301. Model C. Chaffee rotor-sealer for sealing polyethylene and Pliofilm bags of fresh vegetables; Model BT Chaffee Rotor-Sealer sealing candy and cookie bags with bag top labels; Model US Chaffee Rotor-Sealer sealing metal foil and heavy barrier materials; also 16mm color movie of various installations, including F. H. Vahlsing, Inc. plants, packagers of fresh vegetables. Personnel: R. W. Chaffee, R. R. Wallace, P. D. Denton, Jr., V. Lucas. Hotel: Shelburne.

CHAMPLAIN CO., INC. Booth 206. Highspeed, web-fed, rotary letterpress, aniline, and rotogravure printing equipment and inline equipment for die-cutting and stripping, hot melt laydown, scoring, perforating, lacquering, laminating, slitting, etc.; also samples of products produced by Champlain rotary equipment. Personnel: A. F. Goat, L. J. Remington, J. Martin, R. J. Dunne, J. E. Cade, H. J. Conroy. Hotel: Claridge.

CHASE BAG CO. Booth 478. Display of all phases of packaging materials; actual packaged products of many types with some packages developed and designed by the company's Art and Technical departments; technical representatives on hand to answer questions on packaging materials made from burlap, paper, polyethylene, open mesh and combinations. Personnel: F. R. Ludington, Jr., J. P. Grady, E. E. Foster, F. Miller, E. S. Elgin.

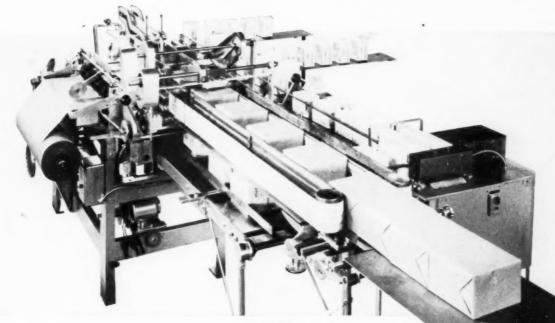
CHASE EQUIPMENT CORP. Booth 870. Sterile wet and dry filling of ampuls and vials; semi- and fully automatic sterile stoppering of vials with 7 to 20 mm. stoppers. Personnel: J. C. M. Henderson, I. W. Munzer, J. S. Lyons, C. M. Owen, G. L. Parodi. Hotel: Dennis.

CHESTER PACKAGING PRODUCTS CORP. (also Cheslam Corp. Div.) Booth 925. Cheslene polyethylene films in sheeting and flat and gusseted tubing; Cheslene TF treated polyethylene plastic film; extrusion-laminations combining Cheslene polyethylene to papers, glassine, cloth, foil and other films; Cellothene, extrusion-laminate combining polyethylene and cellophane. Personnel: W. E. Channing, A. Schechter, A. Feigenson, B. R. White-hill, S. A. Kugelman; Cheslam Personnel: M. Wainwright, T. Covington, B. Lechner. Hotel: Marlborough-Bleinheim.

CHISHOLM-RYDER CO. OF PA. Booth 822. Exhibit of new short, Model F Case Sealer, featuring a totally enclosed glue system, electric flap preheaters and 1 motor drive. Personnel: W. D. Chisholm, H. Fehrs, C. M. Hesson, H. G. Manley, W. Reimer, P. Sanford, W. B. Sanford, K. B. Severson, E. J. Abendschein. Hotel: Dennis.

CLARK EQUIPMENT CO. Booth 1150. Introduction of a new line of powered hand trucks; explosion-proof Electric Machine; new torque converter drive available for models of 3,400 and 5,000 pound capacity class. Personnel: J. R. Titlow, L. N. Owen, M. G. Peck, J. J. Shand, C. I. Ucker, H. R. Hansen. Hotel: Haddon Hall.

CLEVELAND CONTAINER CO. Booth 333. Various methods of packaging showing complete line of spiral and convolute wound fibre containers with paper and metal ends; metal and telescope and screw cap containers; mailing tubes; paper tubes and heavy wall cores; also



## SAVE TIME, LABOR, MONEY Hopping The with a with a sundle wrapper

The Hayssen Accumulating and Bundling Machine will pay for itself quickly because of its surprisingly low first cost, (half of what you'd expect) and the elimination of expensive cardboard cartons, boxes and other containers. A multiple number of pack-

ages are automatically accumulated and inexpensively wrapped into an easily-handled kraft paper package at remarkable speed...and with the smooth, dependable operation typical of Hayssen wrapping machines.

#### A PROVEN BIG MONEY-SAVER...MONEY-MAKER for Manufacturers of Ice Cream, Toiletries, Drugs, Candy, Crackers, and many other cartoned products

There's a strong demand for this Hayssen machine because it means a substantial saving of time, labor and money...meets today's need for re-

The Accumulator and Bundler can be installed with a Hayssen Automatic Individual Wrapping Machine, thus saving floor space. Conveyor lines can be added to this DUAL-PURPOSE unit,

duced packaging and shipping costs.

making the entire operation completely automatic, thus eliminating labor problems. If your purse and production volume require it, any part of the accumulating may be accomplished manually.

FIND OUT HOW you can help beat high labor costs and inflation problems with Hayssen Automatic Machines. WRITE for further details. Tell us your wrapping problem—we have the answer.



spare-parts packaging under specifications MIL-C-12147A, MIL-C-5405 and MIL-C-12804. Personnel: W. F. Walker, R. F. Boll, M. Kirkpatrick, H. Simms, P. Roome, Hotel: Ritz-Carlton.

CLARK-AIKEN CO. Booth 1348, Operation of Clark-Aiken Type "D" high speed rotary sheeter with overlapping layboy with heavy spiral shear ribbed cylinder for single and multiple sheeting equipped with Stevens automatic counter and marker and Stat-Erad static bars. Personnel: J. C. Hart, K. S. Ducayet, Jr., J. J. Waddock, J. Marby. Hotel: Jefferson.

COLTON, ARTHUR, CO. Booth 1012. Colton No. 126 Multiple Liquid Filler with Indexing Conveyor for filling at high speeds in line production of small bottles or jars for pharmaceuticals, paints, water colors, etc.; Colton Strip Packaging Machine for high speed individual wrapping in heat sealed cellophane of items such as pharmaceutical tablets, which can also be used with foil wrap; Colton No. 705 New Type Tablet Counter; No. 150 Semi-Automatic tube and jar filler with stirring device; also Colton No. 113 combination automatic Liquid Filler, Closer and Crimper or semi-automatic Paste and Compound filler, closer and crimper. Personnel: K. B. Hollidge, W. A. Doepel, L. Gajda, C. Edgar, A. Pearce, Q. Cunningham, W. Curry, T. Casev, W. Fitzpatrick, C. D. Packard, W. Smith, Hotel: Claridge.

CONSOLIDATED PACKAGING MA-CHINERY CO. Booth 266. To provide "haven for the weary and heavy laden." Personnel: E. L. Kuhn, J. E. Baum, L. F. Maurer, R. L. Rogers, D. Lyttertin, W. Kruse, R. Heller, M. Finn.

CONTAINER EQUIPMENT CORP. Booth 119. Ceco Model A-3901 semiautomatic adjustable carton glue sealing machine for the glue sealing of cartons at speeds up to 140 per minute; new Independently Driven Power Compression Unit, which can be attached to all Ceco Glue Sealing Machines and Cartoners, capable of increasing machine production up to 400% depending on size of carton; Ceco Model 40 GG Adjustable Cartoner which automatically handles the carton from hoppering through sealing, allowing for hand insertion of product, at speeds up to 120 per minute equipped with Product In-feed Conveyor and new Independent Glue Pump System Assembly. Personnel: Mr. & Mrs. F. W. Kucklinsky, A. D. Farnow, R. W. Walters, R. L. Taylor, W. E. Haberland, H. G. Manley, R. P. Anderson. Hotel: Dennis.

CONTINENTAL CAN CO. Booths 512, 611. Display of metal cans, steel containers, Shellmar-Betner flexible packages, paper containers, crown caps and fibre drums. Personnel: H. A. Kirk, M. C. Alex,

R. H. Lathrop, W. C. McNitt, B. W. Cook, C. E. Eggerss, H. M. Walter,, G. H. Scott, J. V. Reinhart, Hotel: Traymore.

CROWN CORK & SEAL CO. Booth 270. Closures and containers; products being packaged on CEM vacuum lug capper. Personnel: E. J. Costa, W. Lohrfinch, W. Kneip, R. Costa, N. D. Grasty, P. Flaherty. Hotel: Claridge.

CUSHION PACK, INC. Booth 1054. Display of colorful and novel pads for decorative and protective packaging of candies, biscuits, cosmetics, pharmaceuticals, furniture, instruments and appliances. Personnel: M. Schmitt, M. H. Stetson, F. C. Witschonke, Hotel: Traymore.

DAHER CO. (Holland Box Div.) Booth 1322. Full color, lithographed and embossed metal containers made in Holland for all types of food products as tea, confectionery, baked goods, spices, etc. Personnel: C. Molk, B. Greenstein, W. Blum, J. P. Hagey, E. Rosing. Hotel: Ritz-Carlton.

DENNISON MANUFACTURING CO. Booth 842. Dial-set label and tag printers; marking tags and booklet tags; tags for industrial uses; set-up boxes and cases; heat-seal papers for saddle labels, gumto-gum adhesion and stay-tapes; also crepe paper for industrial uses. Personnel: R. B. Hulett, L. W. Taft, G. O. Hay, K. S. Bullard, R. A. Maish, Jr., R. G. Lipp, M. J. Gibbons, K. W. Glazebrook, J. McKnight, F. J. O'Donnel, B. L. Sauter, S. A. Tejcek, G. F. McGrory. Hotel: Ambassador.

DERBY SEALERS, INC. Booth 106. Derby Sealer Model 32 and 32-T sealers; hand portable dispenser in low price field and 40 Grip-A-Tab machines for pressure-sensitive tapes; new models Derby Barrier Wrap machines for dispensing and slitting Grade C and Grade A barrier materials or any materials in roll form; labelers and envelope moisteners. Personnel: A. P. Krueger, W. S. Shee, W. J. Eilerman, J. W. Stott, J. F. Palmer, G. F. Doonan, E. Falk, M. B. Fabian, A. Kline, J. C. Bergmark. Hotel: Shelways

DEWEY & ALMY CHEMICALS CO. Booth 1253, Exhibit of smoked meats packaged by Cryovac process; container sealing products; also adhesives for box and bag making. Personnel: D. H. Taylor, D. G. Bernard, B. V. Ludwig. Hotel: Cla.idge.

DIAPHANE CORP. Booth 128. Snap-A-Wrap, new packaging for department stores; polyethylene cylindrical liner, liquid and bulk inner shipper to be used with fibre or metal drums; also established products illustrating design and printing techniques in cellophane, ace-

tate, polyethylene and foil for display and consumer use. *Personnel*: H. Membrino, E. W. Traster, W. E. Membrino, M. Mabry, J. W. Membrino, C. H. Keith, J. S. Holloway. *Hotel*: Dennis.

DISPENS-A-LABEL DEVICES. Booth 1558. Exhibit of Model #40 for moistening gummed labels ¼ in. to 2 by 2¼ in. long; Model #401 for moistening end of wrap-around label; Model #60 for moistening gummed labels; Model #601 which is same as Model #60 with addition of heat element with controllable thermostat; Model #S1, Dispens-A-Stamp for affixing postage stamps; Model #100 for heat activating labels. Personnel: A, Ferrato, T, Ferrato, I, Lorini.

.

DIXIE WAX PAPER CO. Booth 1441. Display of custom protective packages for the food industry; full line of bags and wrappers in waxed and unwaxed glassine, sulfite, cellophane, foil, acetate, polyethylene, laminates of various types; new Super Fresheen heavy wax modified coated glassine single bag with printing by letterpress, aniline and rotogravure. Personnel: L. T. Kimple, S. Moore, W. H. Bryce, Jr., T. S. Williams. Hotel: Traymore.

DOBECKMUN CO. Booth 533. Display of Dobeckmun's laminated and coated packaging materials; creatively designed printed packages in polyethylene and cellophane for bakery, meat, produce, food products, textiles and other industries; variety of packages using Dobeckmun's Zip-Tape for easy opening. Personnel: T. F. Dolan, E. P. Whitley, K. E. Prindle, C. W. Finley, W. W. Clark, B. S. Jones, J. M. Deegan, H. E. Allen, R. A. Hickman, J. I. McCormick, W. B. Dierking, W. L. Lenox, M. E. Shank, R. C. Betts, M. E. Horton, Hotel: Shelburne.

DUMATIC INDUSTRIES. Booth 111. Automatic "Rol-Feed" labeler, Dumatic semi-automatic "Rol-Feed" labeler, and Dumatic Wrap-Around Labeler using heat seal labels and incorporating a Coder to apply code number or date on each label just prior to cut off and application; also customer samples showing products labeled on company equipment. Personnel: M. Seifert, B. Seifert, A. Jacobs, E. Lodge, L. Pusey, J. Zundt, M. Rein. Hotel: Senator.

DU PONT DE NEMOURS, E. I., & CO., INC. (Film Dept.) Booth 423. Samples and special package developments illustrating applications of DuPont cellophane, polyethylene acetate film and celo-seal bands; also special presentation of a marketing opportunity directed to manufacturers of food products. Personnel: J. E. Dean, B. C. Robbins, R. M. MacDonald, L. B. Steele, H. C. Broems, R. R. (This listing continued on page 340)



In the product a rest grower of many facture is who is a second to their products. Syou'll be a second to their products. Syou'll be a second to their products. Syou'll be a second to the pyroxylin.

If it is a second to the s

The state of the s

in the state of th

AMECOTE PAPERS INC.



# practical answer to the increasing importance of production line marking!



#### The INDUSTRIAL AUTO-PRINTER

Use the Industrial Auto-Printer to print your multiwall bags and corrugated containers as you need them-to speed up your production and simplify your marking problems.

Completely eliminating expensive hand stenciling, the Auto-Printer has more than met requirements for imprinting, coding, dating, addressing and other marking. Adaptable to almost any size or type of container, it prints at up to 2000 impressions per hour—legibly and accurately.

In hundreds of plants, Auto-Printers are setting appreciable records for saving marking time and labor where efficiency, accuracy and speed are demanded.

We are also prepared to design, develop, engineer and manufacture... to the highest standards of excellence... units to meet your special needs in marking and coding equipment. Full information and recommendations for your requirements will be sent on request. Write for catalog, Department MP.





DESIGNERS
AND
BUILDERS
OF
SPECIAL
MACHINERY

FROM IDEAS TO COMPLETED PRODUCT

BASIC MOTIONS PROVED BEFORE COSTLY DRAWINGS

WRITE US TODAY OF YOUR REQUIREMENTS
YOUR REQUEST WILL RECEIVE IMMEDIATE ATTENTION

#### SMITH-PALMER MACHINE DIVISION

OF PRICE NATIONAL CORPORATION

3235 West Chicago Ave., Chicago 51, III.—Nevada 8-0211 Los Angeles Address: 7421 Beverly Blvd.—Webster 8-4187



#### Information Round-up

- TRADE-MARKING
  - IDENTIFICATION
    - DECORATION

Get the facts about Swift Nu-Hue and Dri-Hue. This 16-page illustrated booklet tells the whole story about these specialized color foils. Contains everything you need to know about application . . . equipment . . . operating temperatures . . . plus Swift free Laboratory Service. Evaluate the advantages of this Swift color branding process yourself . . .

Write Dept. B for your FREE Copy

M. Swift & Sons, Inc. Executive Offices - 10 LOVE LANE . HARTFORD . CONN.

New York—1857-61 2nd Ave. o Chicago—1607 W. Howard St. St. Louis — 610 Morth Kings Highway Blvd. (This listing continued from page 336) Smith, W. J. Harte, E. C. Lake, W. G. Hunter, T. W. Holland, A. F. Wendler, V. C. Clark, T. W. Tranfield, R. J. Crowley, Hotel; Dennis,

DU PONT DE NEMOURS, E. I., & CO., INC. (Polychemicals Dept.) Booth 324. Exhibit of "Alathon" polyethylene resin on various substrates and as extruded film for packaging; also molded packaging applications of this resin. Personnel: E. F. Schumacher, H. R. Dittmar, J. D. Shaw, A. A. Pavlic, J. H. Daughtridge, S. P. Miller, K. E. Mintzer. Hotel: Claridge.

DURETHENE CORP. Booth 1223, Plain and printed polyethylene bags depicting a wide variety of applications for end uses; new Ion film pretreated for permanent ink adhesion. Personnel: W. J. Kelleher, G. Goodridge, R. Bacon, J. McShane. Hotel: Shelburne.

DUSENBERY, JOHN, CO., INC. Booth 1109. Shaftless Surface Unwinder, 42-in. diameter, mill roll capacity and constant tension; film slitter for narrow slit widths of %-in. up and will handle films of .00025-in. up, either shear or razor blade; air-operated score cut slitting lever, %-in. wide, designed to fit most slitting machines; core cutter for 3-in. I.D. cores. Personnel: J. Dusenbery, R. W. Young, E. A. Mastriani, J. Rienau, F. Kerber. Hotel: Shelburne.

EASTERN DUO-FAST CORP. Booth 1249. Hand and air operated tacking and stapling devices; Powerline hand and air operated tackers taking staples up to 1½ in. long; and American wire stitchers. Personnel: H. Leber, E. Rothman, H. Feinberg, H. Dickinson, S. Leber.

EASTMAN CHEMICAL PRODUCTS, INC. Booth 554. Demonstration of Eastman's new film former in protective and decorative paper coatings; application of hot-melt coatings to samples of various papers to illustrate simplicity of technique and advantages of working with solvent-free system; antioxidant treated packaging materials to prolong shelf life of various food products. Personnel: F. M. Ball, J. D. Crowley, C. H. Coney, B. N. Stuckey, J. J. Austin, W. M. Gearhart, R. R. Moore, E. W. Wilson. Hotel: Claridge.

EASTMAN KODAK CO. Booth 546. Display of various types of transparent packages fabricated from Kodapak. Personnel: C. D. Snead, A. B. Corey, H. Lloyd, P. Braman, V. Howe, S. Osman, C. Van Valkenburgh, M. Tucker, J. Gruntler, R. Caire, W. Seaman, E. M. Drummond, J. Watkins, L. Mills. Hotel: Marlborough-Blenheim.

ECONOMIC MACHINERY CO. (Div.

Geo. J. Meyer Manufacturing Co.) Booth 355. World Automatic Cellulose Banding machine illustrating the automatic application of cellulose bands to insure sanitary and pilferproof seal of the primary closure; World Bee-Line labeler, Model 135, capable of applying as many as five labels simultaneously equipped with bottle-spotting mechanism for use in liquor industry; display of labeled samples which have been handled on Economic equipment by customers: also display of properly cellulose-banded bottles which have been handled on the Automatic Cellulose Banding machine. Personnel: E. A. Oliver, G. L. N. Meyer, Jr., J. F. Parsons, S. T. Carter, H. V. Thalin, D. M. Sisson, J. H. Maloney, R. D. Carpenter, A. Terrien. Hotel: Claridge.

ELECTRONIC MACHINE PARTS, INC. Booth 816. Photo-Electric Registration Control equipment; complete line of E.M.P. units covering applications for intermittent or continuous rotary machines involving localization, spot cutting, or synchronization. Personnel: W. T. Mc-Adam, A. E. Handal, G. Geras, Hotel: Ritz-Carlton.

ELGIN MANUFACTURING CO. Booth 253. Display of filling and capping machines for liquid and semi-liquid products. Personnel: G. R. Stevens, A. R. Stevens, W. Jensen, D. M. Webster, W. B. Sanford, P. Sanford, H. G. Manley, B. Reimer, Hotel: Dennis.

ENVELOPE MANUFACTURERS ASSN. OF AMERICA. Booth 107. Rack and Counter display showing variety of merchandise and commodities packaged in paper envelopes. Personnel: R. R. Bliss, W. H. McManus, M. Roy. Hotel: Claridge.

EXACT WEIGHT SCALE CO. Booth 828. Exact Weight Shadograph, Center Tower and End Tower precision models designed to be used in the predetermined weight field for production line weighing and in laboratory operations; Exact Weight Semi-automatic filling machines to handle materials which will flow by vibration; also Exact Weight test weight kits for use in scale maintenance departments. Personnel: K. B. Neff, W. A. Scheurer, W. J. Schieser, R. M. White, R. M. Rapp, J. E. Konkle, W. W. Jones, D. M. Laird, S. L. Briggs. Hotel: Ambassador.

FEDERAL ADHESIVES CORP. Booth 1239. Display of various products made with company's adhesives and compounds; also some made with plastisols and organisols manufactured by affiliate, Federal Chemicals Corp. Personnel: P. M. Liner, M. E. Stern, A. Mayer, H. D. Stone, R. C. Mavis, M. Heller, H. Colon, V. Smith, S. Strickman, Hotel: Shelburne and Crillon.

FEDERAL TOOL CO. Booth 133. Vacuum formed plastic packaging; custom molded plastic packaging; also molded plastic utility items. Personnel: R. A. Winter, W. R. Anwarter. Hotel: Claridge.

FELINS TYING MACHINE CO. Booth 174. Model FPB-16 Felins Pak Tyer for tying set-up boxes, as well as packages, boxes, and bundles; also Model F-6-J Felins Pak Tyer for smaller packages, bundles and boxes. Personnel: H. Kohler; P. Gross of Mailers Equipment Co.; W. McCambridge of McCambridge Packaging Equipment Co.; H. Keller of Globe Mfg. Co.; D. Larson of Larson Packaging Equipment Co.; W. Johnson of Paul L. Karstrom Co. Hotel: Ambassador.

FERGUSON, J. L. CO. Booth 205. Exhibit of new Packomatic Packer-Gluer, a short line production case sealer, ranging from 8 in. to 24 in. long, 6 in. to 16 in. wide and 5 in. to 18 in. high. Personnel: R. C. Ferguson, D. O. Ferguson, C. A. Claus, W. E. Gary, J. W. Bradford, R. C. Talbot, D. J. Wolfe, Hotel: Claridge.

FIBRE DRUM MANUFACTURERS ASSN. Booth 159. Fibre drums for foods, chemicals, metal products, instruments and accessories; data on commercial and military shipping requirements. Personnel: G. Mather, E. K. Duffy, H. H. Filler, R. F. Gumbert, F. Mauer. Hotel: Claridge.

FISCHBEIN, DAVE, CO. Booth 826. Demonstration of Fischbein Portable Bag Closer, Model C, for closing paper and textile bags. Personnel: H. Fischbein, G. Fischbein. Hotel: Ritz-Carlton.

FINDLEY, F. G., CO. Booth 1157. Joint exhibit with Union Paste Co. featuring the wide line of industrial adhesives available from both companies for packagers and converters. Personnel: R. Findley, O. J. Bronn, C. Bickel. Hotel: Shelburne.

FLEXIGRIP, INC. Booth 1358. Exhibit of Flexigrip all-plastics, toothless slide fastener; Flextite all-plastic, toothless, sliderless fastener; Polytite polyethylene slide fastener. Personnel: S. Ausnit, K. Fairleigh.

FOOD ENGINEERING. Booth 217. Exhibit of "Packaging Special & Show Guide from March issue of Food Engineering. Personnel: E. D. Fowle, F. K. Lawler, G. E. Riddell, J. V. Ziemba, A. V. Gemmill, F. C. McCarthy, I. C. Miller, C. C. Randolph, P. T. Fegley, R. H. La-Bonte, E. A. Martin, T. E. Taylor, J. G. Cashin, P. F. Mundt. Hotel: Chalfonte-Haddon Hall.

FOOD FIELD REPORTER-DRUG (This listing continued on page 344)



#### The Greatest Packaging **Development of the Century!**

Ekco-Foil, the wonderful new pre-shaped aluminum foil package, offers advantages no other packaging material can duplicate! You can prepare your product in Ekco-Foil . . . freeze or refrigerate it in Ekco-Foil . . . then sell it in the same attractive Ekco-Foil package. Labor costs go way down . . and sales go way up! Your bright silver Ekco-Foil package promises quality and convenience to Mrs. Consumer. She just reheats and serves your product right in its Ekco-Foil package. And she can reuse the package too!

Ekco-Foil makes it practical for you to take advantage of this new packaging material right now, because Ekco-Foil is available for immediate delivery in every size and shape you need! Only Ekco has a complete selection! Only Ekco can make your foil containers in any quantity!

Ekco-Foil has never failed to raise sales for any product. Why not see what it can do for you!

#### EKCO PRODUCTS COMPANY

1949 N. Cicero Avenue, Chicago 39, Illinois Also Available From Ekco Products Company (Canada) Ltd., Toronto

| VA  |    | A  | D |      | 0 | 11 | D | 0 | M | ı |
|-----|----|----|---|------|---|----|---|---|---|---|
| V M | LU | м. | 0 | <br> | • | u  | _ | u |   |   |

**EKCO Products Company, Industrial Foil Division** 1949 N. Cicero Avenue, Chicago 39, Illinois

MP-3

- ( ) Please send Bulletin and samples.
- ( ) Please have representative call.

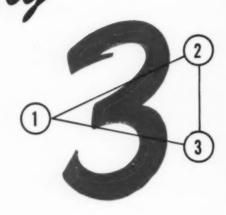
NAME AND TITLE

STATE

We are interested in Ekco-Foil for packaging\_

@1954

See International Big



designed ... for YOUR biggest three:

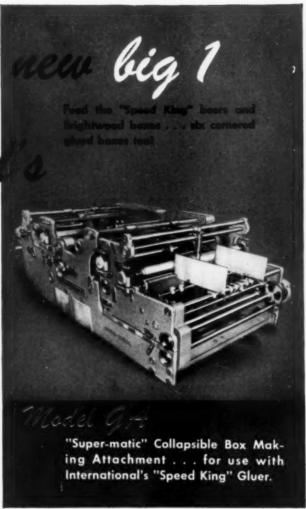
PROTECTION, PRODUCTION, and PROFIT.

Exhibited together for the very first time. INTERNA-TIONAL'S BIG THREE offer the newest developments in three big and important fields:

- ★ COLLAPSIBLE BOX MAKING
- \* EXTRA HEAVY DEWAXING
- \* PATTERN COATING

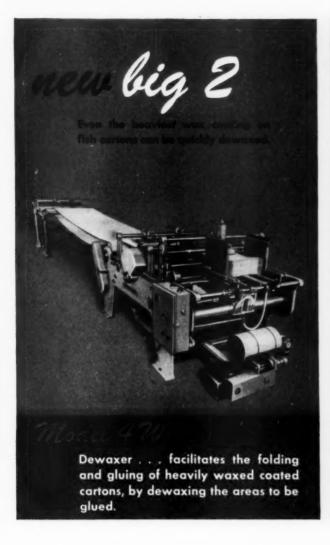
International's Big 3 will be featured in Booths 1134-1140.

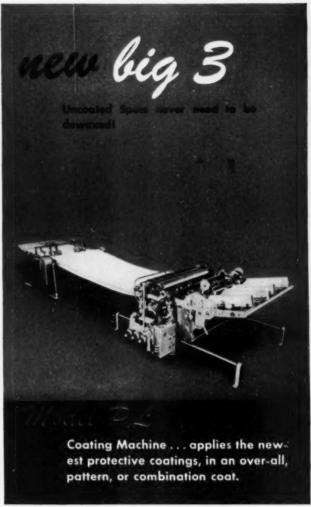
Lower Level of the Auditorium



at the 23rd National Packaging Exposition

> April 5-8, 1954 Atlantic City Auditorium Atlantic City, N. J.





You are cordially invited to see INTERNATIONAL'S "Big 3" for yourself. Booths 1134-1140 at the 23rd National Packaging Exposition will feature these newest and most important steps forward to better and more efficient packaging. International personnel will be present to explain and demonstrate the latest improvements incorporated into all International Paper Box Machines . . . as well as the outstanding features of the "Big 3" which will be exhibited. See you there, or if you prefer, visit our headquarters at the Ambassador Hotel.



Only Machine of Its Kind:

#### Packer's New Foamless Filler Fills Foamy Materials With NO FOAM!

You can now fill foamy liquids—soaps, waxes, detergents—without foam or drip! With the same speed, the same efficiency as non-foaming liquids!

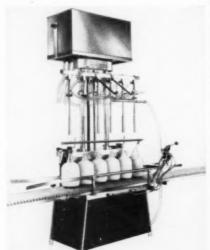
Pneumatically operated, the Packer Foamless Filler is adjustable to handle one and five gallon containers.

Increase Production Efficiency! Reduce Labor Fatigue! Let Packer's Foamless Filler Make More Profits for You!

SOLVE YOUR FILLING PROBLEMS!

Join the ever-growing list of world-wide industrial leaders who count with confidence on Packer. Call or write for an appointment. See how Packer can pay off for you!

You can rely on Packer engineering for MAXIMUM production at MINIMUM costs!



Model No. SFRT

32 Irving Place New York 3, N. Y.

#### PACKER MACHINERY CORP.



More than 83 years in the business . . . of providing American industry with outstanding printing for packages . . . four-color letterpress . . . two-color rotogravure. Now expanding to serve you better.

#### THE MORRILL PRESS

215 Cayuga Street, Fulton, N. Y.



(This listing continued from page 340) TRADE NEWS. Booth 149. Pictorial and graphic illustrations of the food industry and usages of packaging, as well as of the drug trade and the packaging of items sold in drug stores. Personnel: H. S. Fraker, H. Ambrose, A. Stewart, B. Stuart, R. Boland, B. Dietz, F. Solomon. Hotel: Ritz-Carlton.

FULLER, H. B., CO. Booth 1008. Staff of technical and sales personnel to consult on packaging problems with background map showing factory and warehouse locations. Personnel: R. E. Smith, H. B. Fuller, Jr., W. R. Mattox, J. A. McAnally, G. McDougall, M. J. Peters, L. M. Lee, Jr., N. E. Hochreiter, R. E. Foley. Hotel: Claridge.

GAIR, ROBERT CO., INC. Booth 506. Folding Carton Div. demonstrating carton construction and gravure and letterpress printing; Container Div. exhibiting engineered containers and displays. Personnel: N. F. Greenway, J. C. Hendricks, W. H. Callaghan, C. A. Colbert, O. R. Gibbons, K. D. Myers, B. W. Mills, R. T. Clark, J. S. Troth, A. J. Weiss, K. E. Dixon, W. T. May, Jr., J. H. Macleod. P. C. Meelfeld, J. P. Greiveldinger, F. C. Costello, M. M. Stukane, F. J. Sullivan, B. F. Weadock, H. B. Gromko, W. P. Boyle, H. Rose, A. D. Hinkley, K. J. Boehret, J. A. Salinger, R. L. Campbell.

GAYLORD CONTAINER CORP. Booth 573. Corrugated and solid fibre shipping containers with samples of products ranging from delicate instruments to major appliances: folding cartons produced on four-color rotogravure press and other shelf packages; special section devoted to Drumpak heavy-duty container with new sift-proof type. Personnel: J. Jamieson, E. J. Spiegel, Jr., Paul Claus, H. Hoener, T. Cohen, G. B. Beaman, Jr., B. M. Williams, G. Gordon Hertslet. Hotel: Claridge.

GENERAL ELECTRIC. Booth 1220. Audience participation exhibit introducing new line of Triclad motors; also operation of cutoff and side register controls, adjustable speed drives, electronic, timers, photoelectric relays, crane control, magnetic brakes; demonstration of GE Leak Detector. Personnel: R. D. Andrews.

GEVEKE & CO., INC. Booth 1022. Automatic cocoa powder filling machine with new type Auger filler and adjustable vibrating mechanism. Personnel: Dr. E. M. Huttrer, P. M. Pottetti, H. Kappus of Fr. Hesser A.G. Hotel: Haddon Hall.

GILMAN BROS. CO. Booth 1557. Exhibit of Celluliner cushioning material; also new plastic packaging units for food and other items. Personnel: L. M. Gilman, C. M. Gilman, D. E. Broadbent, Hotel: Dennis.

GLASSINE & GREASEPROOF MFRS. ASSN. Booths 132, 136, 138, 140. Display of various types of packaged products using glassine and greaseproof papers in one form or another; distribution of sample "swatches" of some 16 grades of glassine and greaseproof papers, as well as booklets describing end-uses for which these papers provide economical protection; registration cards will enable visitors to obtain copies of comprehensive book describing how packaging problems can be solved at lowest possible cost. Personnel: T. J. Burke and representatives of all manufacturers of glassine and greaseproof papers. Hotel: Claridge.

GOODRICH, B. F., CHEMICAL CO. Booth 1035. Display of various packaging applications made from Geon Polyvinyl materials; impregnation of paper with Hycar latex; printing inks for packages made from Harmon colors; rodent repellent boxes treated with Good-rite Zac; demonstration of packaging meats in a vinyl film. Personnel: G. A. Fowles, W. D. Parrish, O. E. Isenburg, G. E. Field, W. E. Manring, L. L. Shailer, R. F. Dettelbach, G. B. Koch, R. C. Bascom, E. B. Osborne, R. L. Lundquist, W. H. Heinlen, P. C. Cramer, Hotel: Ambassador.

GOODYEAR TIRE & RUBBER CO. Booth 446. Pliofilm transparent flexible packaging film and Vita film transparent flexible packaging film. Personnel: J. E. Mayl, E. H. Dours, R. H. Kilgore, F. H. Kimball, L. C. Parker, W. J. O'Keefe, J. D. Long, A. F. Thomas, K. J. Whisler, J. B. Post, G. G. Cartwright, D. M. Peebles. Hotel: Shelburne.

GORDON CARTONS, INC. Booth 883. Display of cellophane window cartons, Neutrotex cartons, meat boards, bakery trays, candy cartons, supermarket packages, easter egg boxes, card feed attachment. Personnel: S. Gordon, L. H. Helman, C. B. Debuskey, L. K. Frank, B. Schnall. Hotel: Shelburne.

GOTTSCHO, ADOLPH, INC. Booth 224. Demonstrations of company's productionline package imprinting and code-dating machines and attachments including a new small-circumference Rolaprinter for attachment to wrapping machines; new Model "3M" Markocoder for imprinting cartons; a new Auto-Cylindaprinter for imprinting tubes and cylinders; new Corliss-Coder for printing labels; also Model "A" Markocoder for imprinting bottoms of cans, jars, etc.; Markoprinter caseprinting machine and various models of the Rolacoder packaging line marking attachments. Personnel: A. Gottscho, I. Gottscho, M. Hirschey, A. Jacks, F. Peterpaul, B. Grogan, W. Haberland, P. Taylor, J. Madden, R. P. Anderson. Hotel:

(This listing continued on page 348)





#### STONE

CONTAINER CORPORATION

General Offices: Dept. MP-1 • 4200 W. 42nd Pl. • Chicago 32, III.
OTHER PLANTS and MILLS: Chicago, III., Philadelphia, Pa.; Franklin, Ohio;
Coshocton, Ohio; Pittaburgh, Pa.; Mansfield, Ohio; Mobile, Ala.

SALES OFFICES: New York, Philadelphia, Pittsburgh, Allentown, Pa.; Lancaster, Pa.; Reading, Pa.; Cambridge, Md.; Mansfield, Ohio; Cleveland, Tolede, Columbus, Lima, Ohio; Chicago, South Bend, Kenosha, Peoria, Kalamazoo, Grand Rapids.

### FOOD IN TUBES IS NEWS!

#### ARENCO-FILLED, OF COURSE!

Collapsible metal tubes, so popular for sensitive pharmaceuticals, are now successfully used for food products! And when the C. H. Musselman Co. decided to try six ounce tubes for marketing their tasty Apple-Raspberry Jelly, they investigated and chose an Arenco tube filler to do the job.

European consumers have been eating foods from Arenco-filled tubes for years—mustard, jam, jelly, mayonnaise, cheese spread, fish paste, anchovies. The proven value of tubes in creating impulse sales, in protecting freshness and flavor is converting many American packagers to their use.

Here's why Arenco fillers are preferred by food packagers who use tubes:

#### Sterile filling

All parts which contact the material filled are of stainless steel or other resistant materials, and are easily demountable and interchangeable for sterilization.

#### High production

With one operator the Arenco fills, closes and codes up to 55 tubes per minute. Maximum fill is 8 ounces.

#### Wide product range

Whether the viscosity of your product is water-thin, medium or extremely heavy, it can be filled quickly, cleanly, efficiently by an Arenco.

#### Ease of filling and changeover

Complete cleaning takes just twenty minutes; size changeover just fifteen minutes. Both can be done simultaneously.

#### Accurate filling

A single pump is used for both metering and filling,

insuring accuracy with all products. "Give-away" is almost non-existent!

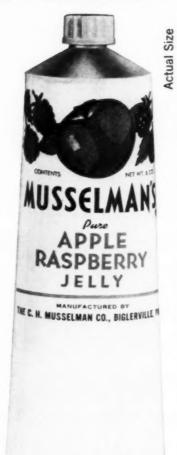
#### Special features

Automatic tube cleaning and cap tightening in one station. No container, no fill. Fat or fishtail filling of tubes. Ample passage for material; no squeezing to change consistency.

All in all, more than 500 Arenco fillers are rendering unparalleled service in every corner of the world. In addition to filling tubes, they also fill jars, vials and cartridges. Full information sent on request.

On View NATIONAL PACKAGING SHOW

BOOTH 202



#### ARENCO MACHINE CO.

INCORPORATED

25 West 43rd Street, New York 18, N. Y.



# Can you afford to overlook it?

These are the things to investigate in Atlantic City, April 5th through 8th.

- Heat Resistant Flexo and Gravure Inks.
- 2. A Heat Seal Varnish with real gloss and no color.
- **3.** The hardest tin decorating inks in existence today.
- 4. The full lineup of technical talent and ink-making know-how available at CRESCENT'S headquarters.

#### 5. THE BIG DEAL

A steak dinner to anyone who can stump our experts with an ink problem.







(This listing continued from page 345) GRAVURE CYLINDER CORP. Booth 1225. Samples of recently produced labels, cartons, wraps, box covers, tickets and tags all printed on rotogravure presses. Personnel: E. J. Armelin, David L. Cox, P. E. Ollendorff, J. R. Haynie. Hotel: Crillon.

GREENWOOD PACKAGING SUPPLY CO. Booth 1454. Jet-Pak cushioned bags and pads, featuring first VCI-lined cushioned bag; complete line of military packaging supplies, including interior and exterior metal containers, molded foam rubber, pre-molded wood fibres, interior packaging bags, Co-Ro-Tex rubberized fibre cushioning; also Greenwood's O. D. touchup paint and marking ink in aerosol cans. Personnel: H. B. Katz, L. A. Pallante, F. Symcak, C. P. Stanley. Hotel: Shelburne.

GUMP, B. F., CO. Booth 155. Display of gravity feed and power feed models of Edtbauer-Duplex automatic net weighers; Automatic Carton Conveyor and Timer; Bar-Nun Automatic Bag Feeder, Opener and Weigher for 1-lb. paper bags; No. 41 Vibrox Barrel Packer; Bucket-type Elevator. Personnel: D. E. Stage, R. E. Williams, W. W. Grieb, A. Patzlaff. Hotel: Ambassador.

HARCORD MFG, CO., INC. Booth 1218 B. Round and square paperboard canisters with paper and metal closures for cosmetics, drugs, insecticides, toys, tobacco, etc. Personnel: M. B. Gold, J. D. Roberts, J. J. Albert, D. A. Palmer. Hotel: Shelburne.

HARVEY, GUY P., & SON CORP. Booth 1402. Operation of 3-oz. fully automatic Cylector machine actually injection molding a polystyrene plastic package. Personnel: G. P. Harvey, W. G. Harvey, W. E. Smith, D. Winterer.

HAYSSEN MANUFACTURING CO. Booth 230. Operation of Automatic Accumulating and Bundling machine overwrapping a dozen packages into one bundle, equipped with code dater, electric eye for controlling printed design and adjustable for many sizes of packages, using either heat-sealing wrapping material or adhesive for sealing; new Hayssen Model 84 LU Wrapping Machine for flat packages, such as gift paper puzzles, textile goods, greeting cards, equipped with electric eye for registering printed design on packages and equipped with new Hayssen Tight and Loose Wrap Attachment and Reciprocating Hold-down mechanism. Personnel: W. A. Hayssen, J. C. Johnston, H. E. McAvoy, F. Koehn, J. Lynch. Hotel: Marlborough-Blenheim.

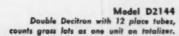
HAZEL-ATLAS GLASS CO. Booth 661. Variety of glass containers and metal closures in all sizes and shapes with map



# ... INDUSTRY'S MOST RELIABLE ELECTRONIC COUNTER



Model D1 Counts up to 20 units per second: Other models up to 5000 UPS.





Model P2
Counts in any desired total 1-100.
Other models 1-1,000,000



Model P4W
Desired counts by units 1-10,000
and wired-in warning system.

New, highly perfected Decitron electronic counters cover every counting need . . . from pills to case lots — in any quantity — at amazing speeds (up to 6000 units per second.)

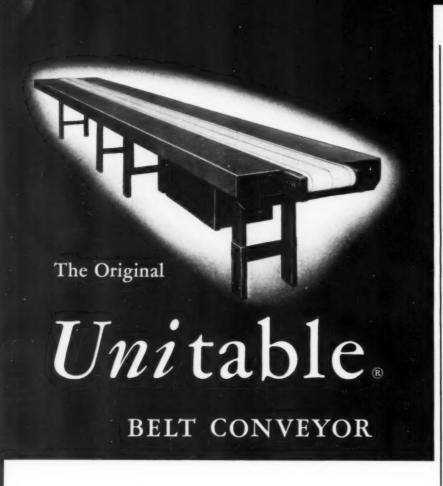
Preset counters afford desired total counts i.e. dozens, fiftys, gross lots, etc. Lineal footage counters totalize production of paper, cloth, etc. Warning systems and other circuits can be energized by these counters if desired.

Write today — we want your counting problem.



#### **ELECTRONIC PRODUCTS DIVISION**

POST MACHINERY COMPANY
Beverly, Massachusetts



For Assembly, Inspection, Packaging

The MOST VERSATILE slider-bed belt conveyor on the market today. Over 4000 satisfied users say so.

The UNITABLE, with its integrated POWER PAC Drive, will save you money in initial cost, upkeep and performance.

For specifications and name of distributor near you, write-



Belt Conveyors
 Siat Conveyors

- Gravity Conveyors
   Press Conveyors
- "Unitrough" Belt Conveyors
- · Reciprocating Lifts
- Complete Package Handling Systems

Conveyor Specialty COMPANY, INC. stressing factory and sales offices locations for fast service. *Personnel:* J. C. Neuhart, J. H. Majesky, J. L. Hendrickson, F. Smith, W. H. Baird, *Hotel:* Shelburne

HEINRICH, H. H., CO. Booth 561. Operation of new "HHH-Jet-Junior" flexographic printing press; also specialist to discuss new developments in flexographic presses and flat, square and multiwall bag-making machines, as well as to assist converters with special problems. Personnel: H. H. Heinrich, A. Finke, K. R. Sunderhauf, H. P. John, N. J. Kamp, W. Krause, T. Barnett. Hotel: Ambassador.

HIGH PRODUCTION MACHINE CO. Booth 267. High Production Adapto-Feed semi-automatic feeder for installation on various types wrappers and gluers; also Vue-Matic fully automatic acetate box making unit for manufacturing acetate boxes from roll stock. Personnel: D. T. Neale, H. K. Reifsnyder, W. T. Bailey, C. McClain. Hotel: Ritz-Carlton.

HINDE & DAUCH PAPER CO. Booth 433. All types of corrugated shipping boxes, display boxes, display shippers, floor display stands; special-purpose boxes including H & D hevi-duty box for heavy products; Never leak box for moist and granular products; new upright shippercounter display; inner packing; novelty features. Personnel: J. B. Wyatt, W. F. Pfeiffer, Jr., C. M. Schott, P. Fuld, W. Schweinfurth, R. A. Frishmuth, K. R. Demorest, J. M. Southall, P. Cronin, C. R. Potts, W. F. Westerhold, F. Wohlers. Hotel: Haddon-Hall.

HOBBS MANUFACTURING CO. Booth 1147. Display of Hobbs "Alquist" Constant Tension Winder; also Hobbs 60" Slitter. Personnel: S. F. Oakes. Hotel: Crillon.

HOFMANN, ALFRED, & CO. Booth 1031. Fully automatic ampoule labeling unit; fully automatic wrap around labeler; semi-automatic universal labeler; 15000 per hour high speed Lightning labeler; fully automatic front and back labeler; table and conveyor gluers; fully automatic penicillin filling, stoppering and sealing machine. Personnel: C. A. Hepp, W. J. Wienand, T. L. Johnson, H. Guglberger. Hotel: Shelburne.

HOPE MACHINE CO. Booth 123. Exhibit of new accurate high speed 19A Hope Filliag Machine in a 6-line model for speeds up to 150 per minute; also containers and products handled on Hope equipment. Person<sub>i</sub>el: L. H. Hill, L. H. Kinsley, L. Kinsley, B. F. Rossbauer, J. Barry, W. Gross, Hotel: Claridge.

HORIX MANUFACTURING CO. Booth 304. Fully automatic Model HA-20 for handling wax and polish at 40 gallons

MODERN PACKAGING

# Your Sales! MULTIPLY.

MULTIPLE WRAPPING

MACHINES BY SCANDIA

- HIGH SPEED WRAPPING
- AUTOMATIC INTAKE
- EASY OPENING TAPE
- CONTINUOUS OPERATING
- ALL ROTARY MOTION



MACHINES AVAILABLE

ON RENTAL BASIS

FOR MARKET TESTING

NEW PRODUCTS AND PACKAGES

SCANDIA

Manufacturers of Better Packaging Machiner

· 500 BELLEVILLE TURNPIKE · NORTH ARLINGTON, N. J. 330 SOUTH WELLS ST., CHICAGO 6, ILL.



- SEE US AT THE SHOW -

per minute with no-drip valve. Personnel: Mrs. F. Fairbanks, J. L. Scanlon, D. K. Sargent, R. McWilliam, W. H. Balco, R. Reno.

HUDSON SHARP MACHINE CO. Booth 306. Exhibit of general packaging equipment; operation of 3 Campbell wrappers wrapping various food products. Personnel: S. J. Campbell, C. A. Wetli, L. P. Bourgeois. Hotel: Shelburne.

I. D. CO. Booth 730. Exhibit of Baret Ware metal decorated and embossed containers, waste paper baskets, plates and trays from England. Personnel: A. S. Katzman, A. B. Katzman, S. L. Kaye, R. Kaye, M. Bohns, D. Rand, V. Cowley. Hotel: Ritz-Carlton.

IDEAL STENCIL MACHINE CO. Booth 129. Display of Ideal stencil machines: Ideal 200E electric Clip-A-Tape; A-2 hand-operated automatic Clip-A-Tape; stencil machine supplies including fountain stencil brushes, stencil inks, stencil board, felt tip markers. Personnel: R. F. Alexander, Jr., E. Paul, E. J. McDonald, E. F. Ryan, D. Fellona, E. J. Vanderhoof, G. McLaughlin. Hotel: Claridge.

INTAGLIO SERVICE CORP. Booth 1233. Visual display featuring various steps involved in gravure process of engraving copper cylinders and flat plates: exhibit of samples showing engravings used to print multicolor on paper, board, cellophane, foil, plastic, etc. Personnel: L. S. Pinover, V. W. Challenger, O. Smiel, A. D. Knapp, O. S. Haverfield, P. J. MacAvoy, R. R. McMichael, S. V. Flannery. Hotel: Haddon Hall.

INTERCHEMICAL CORP. (Printing Ink Div.) Booth 524. Exhibit of over 2,000 packages of every type, including a special group of examples of hard-to-print surfaces such as plastic films, foils and special coated stocks; examples of flexographic printing on a wide variety of stock and special exhibit of metal decorating; odorless food wraps, steam sterilized boxes, rub-resistant cartons and corrugated board printed in warm, moist state; also wide assortment of booklets and pamphlets on color and package printing available to visitors. Personnel: W. F. Cornell, F. W. Cray, W. N. Davies, E. H. Davis, J. V. Donovan, E. T. Hampshire, J. T. Hargrave, O. C. Holland, F. J. Jeuck, C. S. Johnson, J. F. McCann, J. L. Osias, L. F. Paraids, E. B. Perry, C. A. Rietz, W. S. Ruxton, H. R. Saam, D. E. Tuttle, R. Trudgeon, O. T. Unglaub, J. W. Viner, F. A. Weymouth, W. S. Law. Hotel: Claridge.

INTERNATIONAL PAPER BOX MA-CHINE CO. Booth 1134. "Super-Matic" Model GA collapsible box making attachment for use with "Speed King" Gluer to make a wide range of Beers, Brightwood with or without cover bottom fold, and six corner glued boxes; Model 4W Dewaxer for dewaxing a variety of four and six corner glued frozen food including five and ten pound fish boxes; Model PL Spot Coater for applying coatings, wax or combinations of wax and polyethylene, in a pattern, to previously cut and creased box blanks; also photo murals of other standard equipment. Personnel: R. A. Labombarde, E. J. Labombarde, P. D. Labombarde, F. J. Kieley, W. L. Todd, V. C. Nelson, J. E. Nelson, G. A. Gagnon, R. J. Payne. Hotel: Ambassador.

INTERNATIONAL STAPLES & MA-CHINE CO. Booth 820. Exhibit of Model Boxer HM8, WCE2, EVH1. Personnel: P. C. Cooke, P. F. Busch, A. Woodcock, C. Wallace, V. Zike, G. Heilman, C. Mc-Connell. Hotel: Marlborough-Bleuheim.

ISLAND EQUIPMENT CORP. Booth 116. Display of Walkie-Pushee high-speed unscrambler; also Unitized narrow belt conveyor. Personnel: J. W. Stiles, N. W. Gross, J. Tayne, R. Antonucci. Hotel: Dennis.

JIFFY MANUFACTURING CO. Booth 242. Display of diversified line of cushioning materials ranging from macerated paper pads to cellulose wadding and rugated, indented, cushioning; also padded shipping bags and insulated bags, boxes and liners. Personnel: C. J. Bales, C. F. Johnson, J. Farrington, C. Cosner, M. Vallis, M. Weisenhorn, J. MacDonald, J. Austin, P. Bryden, Hotel: Traymore.

KALAMAZOO VEGETABLE PARCH-MENT CO. Booth 471. Waxed and parchment papers; printed carton sealing papers; laminated papers, soap wrappers; also special treated papers. Personnel: C. F. Christy, G. Stewart, M. Wood, A. Weston, R. Hills, C. Bell, C. Mack, M. Swanson, D. Parker, C. A. Blackwood, W. E. Swan, W. Martin, G. Spies, T. Roy.

KARSTROM, PAUL L., CO. Booth 823. Exhibit of various models Spee-Dee Fillers; Mercury Automatic Label Feed Scaler. Personnel: W. B. Johnson, L. M. Hangen, R. Bussler, C. V. Sweringen, Hotel: Mayflower.

KIDDER PRESS CO., INC. Booth 257. Display of large photographs of presses manufactured by the company. Personnel: E. J. Peal, R. Zuckerman, P. Wallace. Hotel: Shelburne.

KIEFER, KARL, MACHINE CO., THE. Booth 832. Exhibit of the new Karl Kiefer Catsup Filler which can be operated as a straight vacuum filler, a straight pressure filler, or in combination; also the Karl Kiefer Conveyor Type Vari-Visco Filling Machine that fills liquids

and viscous materials by keenly precise volumetric measure. *Personnel*: J. A. Rheinstrom, P. R. Fechheimer, R. Barnes, J. Zint, J. E. Baum, W. Schafer, R. Bacon, R. F. Heller.

KINGSBURY & DAVIS MACHINE CO. (Sub. Food Machinery & Chemical Corp.). Booth 541. Exhibit of K & D LS thermoplastic quadruple stayer. Personnel: P. D. Bell, F. Hastings, C. Straw, W. Clough, D. Straw. Hotel: Haddon Hall.

KRAUSE, FREDERICK A., ASSOCIATES. Booth 856. Display of "Guilderaft" re-use gift containers featuring all-American made production priced embossed metal containers in Florentine Renaissance, Wedgewood, needle-point, carved cinabar designs. Personnel: F. A. Krause, R. D. Krause, M. H. Hartley. Hotel: Ambassador.

KURHAN CO., INC. Booth 935. Exhibit of the new Swan-Matic Conveyor Fed Capping Machine; the M-S Bottle Feeder; the Simplex Single Piston Table Model Filler for semi-solid materials; the Tri-Homo Homogenizer Disperser for the food, paint and chemical manufacturers. Personnel: M. K. Gunzenhauser, C. E. Schwab, W. H. Swanson, W. Hanley, G. Craig, E. King. Hotel: Dennis.

LAKSO COMPANY, INC. Booth 814. Model 34 tablet counter for uncoated tablets and capsules; Model 40 for coated tablets equipped to illustrate other types of filling equipment for various tablet packages; Lakso tablet inspection machine; also new Lakso drum labeler for labeling fibre and metal drums. Personnel: E. E. Lakso, A. S. Chandler, G. Lakso, S. E. Webb, R. H. Zeidler. Hotel: Traymore.

LASSITER CORP. Booth 148. New package developments including Lassiteen, exclusive Lassiter method of printing cellophane packages in colors; Lassitone process for reproducing photographs on cellophane in black-and-white or color effects; innovations in package construc-tion including multiple and fractional packs; examples of package design and printing of cellophane, polyethylene, acetate, Pliofilm and paper in roll, envelope, bag, sheet and box form; moving display of "Packages That Move Merchandise" highlighting outstanding Lassiter packages. Personnel: L. W. Weller, J. V. Shea, W. B. Wine, E. N. Leonard, R. B. Smith, W. J. Berey, R. W. Plover, P. Shipp, M. R. Smilow, R. E. Cushing, J. H. Lassiter. Hotel: Claridge.

LE PAGE'S, INC. Booth 1347. Featuring a booth in conjunction with subsidiaries: Healey, Seaver Co. and Victor G. Bloede Co.; personnel from all three companies to discuss adhesive problems with inter-(This listing continued on page 358)

# CROMPTON

#### Velvet or Velveteen, to glorify and protect your silverware!

CROMPTON Velvets and Velveteens do MORE than provide a luxurious and durable wrapping for your product. These rich, glowing fabrics are available to you in specific finishes which actually help to PREVENT tarnishing. For instance: ANTI-TARNISH FINISH; on both Crompton Velvets and Velveteens. This finish eliminates all chemicals and impurities from these fabrics which might tend to tarnish silverware. NON-CORROSIVE FINISH; on both Crompton Velvets and Velveteens. . eliminates chemicals and impurities which might tend to corrode stainless steel or other metals. (The aforementioned finishes are always offered together at no extra charge.) TARNISHIELD FINISH; This is a special finish on Velveteens only. It eliminates all chemicals and impurities of a tarnishing or corrosive nature and at the same time incorporates other chemicals that absorb fumes in the atmosphere which tend to tarnish silver. It reduces the amount of polishing necessary—actually protects and preserves silverware. CRINOLYN FINISH; a special Crompton finish which makes the back of Velvets impervious to liquid glues and pastes—eliminating the need for paper or cloth backing. . prevents the pile from absorbing glue or paste when Velvets are applied to paper and metal boxes. These special finishes were developed by CROMPTON

for the silverware industry. Crompton will be glad to help manufacturers



The Pioneer of American Corduroy & Velveteen-Est. 1807 1 1071 Avenue of the Americas, New York 18, N.Y.



When you visit the Packaging Show April 5-8...Don't miss the H.H.H. Exhibit Booth 561

... inspect the Entirely New HHH JET Jr.

the Flexographic Printer that gives the most in performance for the smallest investment.

## FLEXOGRAPHIC PRINTERS

- Up to six colors
- From roll to roll
- · For paper, foil, cellophane, plastics

## MATADOR BAG MACHINE

- For flat and square bags
- · High, dependable production
- Unusually wide range

# MULTI-WALL EQUIPMENT

- · For flat, gusseted or stepped-end tubes
- Two-end bottomers
- Single-end bottomers



NEW YORK 11, N. Y.

**Packaging** 

- 1 SELECT the items you want
- 2 CIRCLE the corresponding numbers on the post card
- 3 FILL IN the information requested
- 4 MAIL no postage required

#### HELPFUL LITERATURE

FREE

There is valuable data — worth dollars and cents to you - in the literature and samples described below.

#### EQUIPMENT . SUPPLIES . SERVICES

MEAT SEALER FOR BAGS. Data and specification sheet on the "Seal-O-Matic" Model CF-12 high speed bag heat sealer which includes a folding mechanism, making it possible to seal the bag close to the contents. Mercury Heat Sealing Equipment Company. (C-451)

STEEL WIRE COIL HOLDERS. Data on how Acme coil holders improve wire stitching operations by feeding wire uniformly and amoothly and by minimizing stitcher wear. Acme Steel Company. (C-452)

FREIGHT SHIPPING POSTERS. Series of six colorful posters for shipping room display explain effective ways of avoiding freight damage for users of corrugated shipping containers. National Container Corporation. (C-453)

NAILED-WOOD BOXES. Informative outline covers procedure for ordering nailed-wood boxes for shipping, and contains illustrations of styles and nailing patterns, list of wood groups, nail charts, and a glossary of useful "box terms." The American Box Co. (C-454)

CUSHIONING MATERIAL. Booklet tells how shock-resistant, dust-free, moisture-resistant "Hairflex" rubberized curled hair can be used to protect mechanical components and other fragile merchandise from damage. Armour and Co. (C-455)

CUTTER AND CREASER FOR CORRUGATED AND SOLID FIBER BOARD. Folder presents information on the Thrissell automatic feed, automatic delivery, cutter and creaser for use on all types of corrugated and solid fiber board. Features a new cutting principle. Thrissell Engineering Co. 456.4

"NICOLMELT" COATINGS. Leaflet covers the application of "Nicolmelt" hot melts for bread wrappers, folding cartons, labels and other packages. It also describes the economies of "Nicolmelt" and lists their properties. Boler Petroleum Co.

PRECISION NET WEIGHING MACHINE. Data on a highly accurate, fully automatic net weighing machine for feeding chemicals, foods, tobacco and other flowing products into packages, bags, compounding units and the like. Specifications included. Exact Weight Scale Co. (C-458)

ELEVATING LABELERS. Brochure covers the advantages of Chisholm-Ryder Series E labelers for round cans, glass jars, fibre containers, and other cylindrical cans or jars. Units are designed with low in-feed and high discharge height. Chisholm-Ryder Co. (C-459)

"METALAM" PACKAGING MATERIALS. Folder contains six samples of "Metalam," which is a special combination of aluminum foil laminated to transparent films, papers and other flexible materials for high-speed automatic packaging of prod-

ucts which require special handling and protection. Dobeckmun Company.

(C-460)

PREPACKAGING CHEESE. Booklet suggests methods of handling "Pliofilm" for packaging natural aged cheese for self-service outlets. Step-by-step illustrations. Goodyear Tire and Rubber Co. (C-461)

CUTTER-LAYBOY UNIT. Data on the Clark-Aiken Type C Cutter-Layboy unit which produces superior speed and precision during sustained operation in sheeting and finishing room operations involving all types of stock. The Clark-Aiken Co.

TAMPER-PROOFING SCREW CLOSURES. Folder with numerous application photos showing how "Filma-Seal" closures and regular screw caps are used to protect various products from leakage, evaporation, air and moisture exchange, and tampering. Ferdinand Gutmann & Company. (C-463)

"TEFLON" FINISHES. Technical bulletin on "Teflon" polytetrafluoroethylene resin finishes having many potential packaging and packaging machinery applications due to their unusual anti-sticking properties, high heat stability, low-coefficient of friction and excellent corrosion resistance. Finishes Div., E. I. du Pont de Nemours & Co. (C-464)

AUTOMATIC PACKAGING MACHINERY. The complete line of Hesser machinery, including automatic packers for powders and granular flakes, filling and closing machines, weighers, and wrappers, is described in a brochure issued by Fr. Hesser Maschinenfabrik. (C-445)

VACUUM FORMING MACHINE. Data on the self-contained Pampeo "Hydro-Vacumatic" vacuum forming machine for automatic manufacture of shaped-to-product packages and displays from thermoplastic films and sheets. Pampeo Industries, Inc. (C-466)

180° BALANCED PREFOLDING AND GLUING. Handbook on the "Speed King" explains the advantages of 180° balanced prefolding and gluing of folding cartons. Discusses the function of the machine and the various special features it offers. The International Paper Box Machine Company. (15-467)

FLUORESCENT BREAD LABELS. Sample end labels for bread, utilizing fluorescent "Day-Glo" papers in several colors. Pollock Paper Corporation. (C-468)

STEEL SHIPPING BARRELS. Application information and specification data on a complete line of steel shipping pails including ones with double compartments, dispenser tops, interior coatings, and special closures. J. & L. Steel Barrel Co.

THE VERSATILITY OF TISSUES. Leaflet illustrates eleven of the many industrial and consumer packaging uses for laminated, Kraft, anti-tarnish and other specialty tissues. Crystal Tissue Company.

(C-470)

DRUM LINERS. Portfolio discusses physical properties and contains miniature samples of "See-Safe" polyethylene circular bottom and flat drum liners for use in a new method of bulk packaging liquid, semi-liquid, or solid products. Mehl Mfg. Co. (C-471)

Fill out and mail this card now

## MODERN PACKAGING Manufacturers' Literature Service

| I am i | nterest               | ed in t   | he foll   | owing              | items:                |          |                        |           |                 |           |
|--------|-----------------------|-----------|-----------|--------------------|-----------------------|----------|------------------------|-----------|-----------------|-----------|
| C-451  | C-452                 | C-453     | C-454     | C-455              | C-456                 | C-457    | C-453                  | C-459     | C-460           | C-461     |
| C-462  | C-463                 | C-464     | C-465     | C-466              | C-467                 | C-468    | C-469                  | C-470     | C-471           | C-472     |
| C-473  | C-474                 | C-475     | C-476     | C-477              | C-478                 | C-479    | C-480                  | C-481     | C-482           | C-483     |
| C-484  | C-485                 | C-486     | C-487     | C-488              | C-489                 | C-490    | C-491                  | C-492     | C-493           | C-494     |
| If you | u de noi<br>ues (U.S. | now se    | ada, \$6; | o MODEI<br>Pan Ame | en PACK<br>rica, \$8; | AGING, I | but wish<br>countries, | to receiv | the the check h |           |
| NAME   |                       | • • • • • |           |                    | Print P               |          | POSIT                  | ION .     | •••••           | • • • • • |
| COMP   | PANY                  |           |           |                    |                       |          |                        |           |                 |           |
| STREE  | T                     | (This -   |           | c                  | πΥ                    |          |                        | . STAT    | TE              |           |



There is valuable data — worth dollars and cents to you — in the literature and samples described below.

- 1 SELECT the items you want
- 2 CIRCLE the corresponding numbers on the post card
- 3 FILL IN the information requested
- 4 MAIL no postage required

#### EQUIPMENT . SUPPLIES . SERVICES

TABLET AND CAPSULE COUNTER AND FILLER. Bulletin covers the features and operation of the "Tabcount" Model T-400C for accurate and quick counting and sorting of tablets, and filling them into containers. Popper and Sons, Inc. (C-472)

TESTING POLYETHYLENE BOTTLES. An explanation of several tests prospective users should make before deciding on the suitability of "Millsplastic" polyethylene bottles for packaging their product. Elmer E. Mills Corp. (C-473)

BAKELITE AND VINYLITE PLASTICS AND RESINS. Latest condensed reference file on these materials includes data of interest to users of flexible, semi-rigid and rigid plastic packaging. Bakelite Co., Div. of Union Carbide and Carbon Corp.

DRY AND HEAT SEAL LABELING. Booklet explains the influence of good labeling on impulse sales and covers the features of "Pervenac" labels for delayed tack and "Imac" labels for instant tack. Nashua Corporation. (C-475)

ELECTRONIC COUNTERS. Booklet describes and illustrates "Decitron" Industrial Electronic Counters for counting units from very small size up as they travel along a conveyor, regardless of their speed. Post Machinery Co. (C-476)

PLEXIBLE BAG 71ES. Leasiet on the use of plain and printed wire-core vinyl Plas-Ties to keep products in bags made of pliosim, polyethylene, cellophane and other materials. Plas-Ties Company.

"GAIRSTAY" CARTONS. Information on strong "Gairstay" cartons which are

shipped to the plant flat, and stayed on the premises with attractive, protective metal edges. Available in partial and full telescope, hinged lid and display carton styles. Robert Gair Co., Inc. (C-478)

STRIPPABLE COATINGS. Data on a line of dip and spray-on strippable coatings which comply with numerous military packaging specifications. Provide protection from moisture, shock, handling and other damage. Pyroxylin Products, Inc.

POLYETHYLENE FILM AND TUBING. Technical data and application information on the packaging properties of "Ivithene" polyethylene film and tubing. Irvington Varnish & Insulator Co. (C-480)

GLASSINE. Folder contains samples of a new line of opaque glassine papers designed specifically for food labels, candy wrappers, and bags where both grease resistance and whiteness are required. Rhinelander Paper Co. (C-481)

FLEXIBLE PLATE MAKING. Booklet gives details and specifications of the various molding presses, materials and equipment necessary in the manufacture of rubber and plastic printing plates. Williamson and Co. (C-482)

CONVEYOR EQUIPMENT. Catalog depicts a full line of gravity and power conveyors, together with such accessory equipment as switching mechanisms, retarders, guard rails and boosters. Contains detailed specifications and capacity ratings. Speedways Conveyors, Inc. (C-483)

ELECTRIC BRAKES AND CLUTCHES. Informativo bulletin on the specifications and op-

eration of Warner replaceable face electric brakes and stationary field electric clutches for fast starting and stopping of small, low-torque drives. Warner Electric Brake & Clutch Co. (C-484)

HOT STAMPING SUPPLIES. New illustrated catalog contains comprehensive review of company's complete line of hot stamping presses and metallic roll leaf color foils. M. Swift & Sons. IC-4851

ROTARY SHEETER AND AUXILIARY REWIND.
Folder describes the new "ATF-Klingrose" high-speed rotary sheeter and auxiliary rewind for web-fed gravure, offset,
letterpress and flexographic presses.
American Type Founders. (C-486)

ENVELOPE MANUFACTURE. A forum-inprint explains the steps taken by this company to assure the purchasing agent, the printer and the users satisfaction with their envelopes. U.S. Envelope Company. IC-4571

CELANESE ACETATE FILM AND SHEETING.
Applications, properties, fabricating methods and varieties available are covered in a booklet issued by Celanese Corporation. (C-488)

RESINPROOF COATING FOR GLUE POTS. Leaflet describes a clear solvent dispersion for use in applying an anti-adhesive coating to glue pots and other machine parts. Federal Adhesives Corporation.

VIBRATING FEEDER. Data on the Richardson "Velofeeder," a mechanical vibrating feeder for dry flowing products that delivers high output with negligible power because it vibrates at near resonant frequencies. Richardson Scale Co. (C-490)

PHOTOELECTRIC CUT-OFF REGISTRATION CONTROL. Booklet explains the operation and advantages of the "EMP Complete Unit Photoelectric Registration Control" for maintaining accurate register and cut-off in bag making and other high speed web equipment. Electronic Machine Parts, Inc. (C-491)

"DATAMATIC" WEIGHT CALCULATOR. Information on a device which automatically graphs the "unders" and "overs" after check-weighing to give the user a picture of weights and averages of a packaging line. Scale Specialties and Systems.

AUTOMATIC CARTIN TAPING MACHINE. Data on an automatic machine which securely seals up to fifty cartons per minute without the use of glue so the cartons may be knocked down for re-use. Wagner Iron Works. (C-493)

VACUUM FORMING MACHINE. Data on an automatic machine which uses inexpensive molds to form sheet thermoplastics into a wide variety of packages and displays. Vacuum Forming Corporation.

Fill out and mail this card now



No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
First Class Permit No. 2656 (Sec. 34.9, P. L. & R.), New York, N. Y.

MODERN PACKAGING

**575 Madison Avenue** 

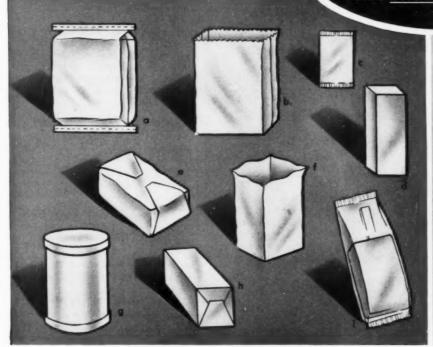
NEW YORK 22, N. Y.

# FREE analysis of your package!



M-J gives packages a safety margin of polyethylene coating for PROTECTION-PLUS. No weak spots. No dangerously low areas. You get PROTECTION-PLUS against package failure, product spoilage.

M-J POLYETHYLENE
LAMINATED PAPERS
with PROTECTION-PLUS



M-J Polyethylene Laminated Paper offers you these advantages:

- Protection against gain or loss of moisture.
- · No taste, odor or taxicity.
- · Low package cost.
- · Economy of shipping and storage.
- · Ease and speed of packaging.
- High resistance to puncture and tearing.
- · High melting point no fusing
- · No embrittlement or flaking of
- · Tough, flexible at low tempera-
- · Lightweight and acid resistant.
- · Improved appearance of package.
- · Strong, permanent seal.

Do you use any of these types of packages? (a) Multi-wall bag; (b) single-ply bag; (c) pouch bag; (d) carton; (e) frozen food lockerwrap; (f) innerwrap or case-liner; (g) fiber drum; (h) chip-board container or tray; (i) over-wrap.

If you use any of the packages pictured above, you can get all the advantages of M-J Polyethylene Laminated Paper... by sending in the coupon.

And M-J Polyethylene Laminated Paper may enable you to replace bulky, heavy and expensive containers, eliminate return shipping costs, lower tare weights and reduce or entirely eliminate spoilage.

So, send us your package. Our technical experts will be glad to analyze your package and honestly tell you whether M-J can improve it.

Why wait? Clip and mail the coupon today!

McLAURIN-JONES COMPANY

HEADQUARTERS: BROOKFIELD, MASSACHUSETTS Offices: New York, Chicago, Cincinnati, Los Angeles Mills: Brookfield and Ware, Mass., Grand Rapids, Mich., Homer, La. McLAURIN-JONES COMPANY

Dept. A-3, Brookfield, Mass.

- ☐ We are sending a package we would like to have you analyze.
- ☐ Please send us free samples and more information on M-J Polyethylene Laminated Papers with PROTECTION-PLUS.

Name....

McLAURIN-JONES PAPERS

**MARCH 1954** 

357



New THERMATRON SEALERS for acetates, saran, vinyls and other hard-to-heat materials opens the door to economical hard goods packaging.

Now plastic wraps – spheres, envelopes and other semirigid packaging devices – can be sealed in your own plant, quickly, easily, economically. THERMATRON makes seals up to 12" long on .005" or heavier cellulose, acetate, vinylite; makes area seals up to 12" long and 8" wide. Seals up to the edge of the material. For complete information on this unique method of product protection . . . and sales enhancement . . . write today!



LEDGE STREET, BROOKLYN 11, NEW YORK

(This listing continued from page 352) ested show attendants. Personnel: J. W. McLeod, M. L. Tarr, T. B. Ely, W. J. Zmijewski, J. F. Minogue, Dr. W. Kunze. Hotel: Shelburne.

LYNCH CORP. Booth 340. Model "RS" and "SMW" Machines; "RS" machine to be in production running peanut butter cracker-type sandwiches, both round and square. Personnel: F. K. Zimmerman, R. L. Sears, A. V. Petersen, N. G. Andersson, Jr., D. Stinson, R. Taggert, R. Beyer. Hotel: Traymore.

MRM CO., INC. Booth 204. Display of high-speed 12-spout filling machine for shampoo. Personnel: H. D. Manas, F. Rossetti, J. Haims, R. J. Dealy. Hotel: Ambassador.

MACHINE O'MATIC, INC. Booth 126. Electronic register controls for all web fed equipment including new applications on punch presses, corrugated sheeters, corrugated printers and slotters. Personnel: A. I. Bessonny, M. Wortman. Hotel: Shelburne.

MARATHON CORP. Booth 505. Latest developments in protective packaging emphasizing labels, bands, seals, protective package liners; packages utilizing films, paper, foil, paperboard and combinations thereof; also coatings and laminations. Personnel: R. B. Simpson, R. Clark, P. Anthony, R. Zimmerman, A. Anderson, K. Dolezahl, R. Farrell.

MARK'ANDY, INC. Booth 1448. Display of latest models of Mark'Andy tape printers. Personnel: M. Andrews, C. O. Walter, D. McGary. Hotel: Endicott.

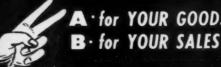
MARKEM MACHINE CO, Booth 474. Display of Model 45AE for automatically marking boxes in flat and envelopes; Model 20A for two color marking on paper tubes and on plastic or glass vials. Personnel: D. Putnam, R. Mensel, S. Raymond, H. Milton, J. Vigneault. Hotel: Dennis.

MARSH STENCIL MACHINE CO. Booth 221. Operation of new Marsh Electronic Twin-Taper; hand operated and electric stencil cutting machines; fountain brushes and stencil inks for stencil marking shipments; also Marsh Electric Dial-Taper. Personnel: E. J. Marsh, J. Marsh, D. Bland, J. Krause. Hotel: Madison.

MASSACHUSETTS PLASTIC CORP. Booth 960. Display of six different types of rigid containers in 6 oz., 8 oz., 16 oz. and 32 oz. Personnel: L. E. Martinelli, F. W. Weiss. Hotel: Claridge.

MELROSE PACKAGING. Booth 1241. Display of specialty transparent bags;





all-inclusive PROTECTION thru

GERING FILM, TUBING, SHEETING

# Modified Styrene

- RIGID (Flexes at Low Temperature)
- LOW Heat Shrinkage
- (Min. stress-strain) High Impact STRENGTH
- Dimensionally STABLE Low Water ABSORPTION
- **Excellent FORMING Properties**
- (Vacuum Pressure) Wide COLOR Range
- (Translucent & Opaque)
- **Good LIGHT Stability**
- Tasteless, Non-Toxic, Odorless

Available in thicknesses from .005 to .125, in sheets and rolls up to 54'' wide. Also Thin and Heavy Wall tubing up to 41/2'' OD.

Resistant to alkalies, salts, dilute mineral acids, lower alcohols, water. End Uses: Advertising displays, mannikins, trays, covers, cases, interior signs, packaging guards, novelties, toys.

Send for Descriptive Literature



Manufacturers

Superior quality film, produced under rigid manufacturing controls; with these Outstanding Qualities:

- **Excellent for PRINTING Purposes**
- FLEXIBLE at Low Temperatures LOW MOISTURE Vapor Transmission Heat SEALABLE
- Non-Toxic, Tasteless, Odorless
- STABLE to Varying Temperatures and Humidity Changes RESISTANT to Alcohols, Acids, Alkalies

Manufactured in widths to 60", in standard thicknesses from .0005 to .008, as well as any SPECIAL thickness, shapes, contours, designs and colors. Individually packaged in rolls on 3"-diameter heavy duty paperboard cores.

End Uses: Carton and Barrel liners; Frozen and Fresh Food packs; Dehydrated Products; insulation; wire covering; radar; radio; display packaging, etc.

> Samples, prices, technical data . . . gladly, on request.

CABLE ADDRESS: GERING

ETWYL CELLULOSE

DRYCOL in-your-plant COLORANT





polyethylene bags; metal foil barrier bags; greaseproof papers; custom laminations. *Personnel*: N. Scher, S. Lewin, D. Costello.

MERCURY HEAT SEALING EQUIP-MENT CO. Booth 1209. Mercury Model VLS 12 automatic heat sealing and labeling machine; Mercury Strip-O-Matic; Mercury pouch machine; also Mercury automatic bag feeding, filling and sealing machine. Personnel: L. A. Black, I. Black, J. Dreeben, W. H. Burns, Jr. Hotel: President.

MEYER-CLEMENT, INC. Booth 1101. The M-C Carton Former which glues up single end wall cartons, double end wall and double side walls, lid type boxes and tapered boxes. Personnel: L. A. Meyer, E. C. Clement.

MEYERCORD CO. Booth 1020. Demonstration of mechanical application of multiple color ceramic decal labels. Personnel: A. J. Stevens, W. A. Rapp, G. K. Bleuher, A. J. Bennett.

MID-STATES GUMMED PAPER CO. Booth 841. Tuf-Tape and Extro-Tape reinforced sealing tapes; Tape-Strap brand filament tape; Green Core barrier raps; Green Core gummed tapes; really flat gummed papers; "Promset" line of heatseal label papers; also new "Zip-It" easy opening carton opener. Personnel: A. A. Blaess, B. L. Trodson, C. Evans, H. Phillips, M. Naughton. Hotel: Marlborough-Blenheim.

MILPRINT, INC. Booth 424. Exhibit of all types of packaging with emphasis on self-service packaging with supermarket background; also new "appetite-appeal" packages. Personnel: W. Heller, Sr., R. Ewens, A. Snapper, R. Hanson, B. Hefter, B. Billeb, P. Hultkrans, S. Rosen, L. Zimmerman, H. Gronauer, D. Faulkner, H. Rosenfeld, H. Jones, R. Furtney, T. McAllister, J. Heller, G. Everitt, P. Graw, C. Dold, D. Garry, N. Peters, W. Boyer, E. Hardman, P. Kappes, T. Smith, R. Lundberg, Hotel: Dennis.

MINNESOTA MINING & MFG. CO. Booth 724. "Scotch" brand pressure-sensitive industrial tapes and dispensers; six basic taping principles from which applicating equipment can be designed; use of "Scotch" brand filament tape No. 880 as used for tear strip containers; also new combination package bundler. Free literature and samples available. Personnel: W. P. Hemp, E. T. Thompson, D. J. Joyce, W. C. Larsen, E. L. Decker, J. J. Bennison, S. J. Farley, W. E. Zimmerman, L. M. Berlin, G. J. Pyle. Hotel: Shelburne.

MODERN PACKAGING MAGAZINE. Booth 434. A place to rest and meet old friends; copies of MODERN PACKAG-

# packaging experts agree...

# FOR PROTECTIVE PAPER VARIETY... FUNCTIONAL COMBINATIONS AND VERSATILITY!



#### ASPHALTED PAPERS

Waterproof protection barriers

Full range of Asphalted Krafts; Foil Duplex; Machine Creped; Full Creped; Asphalt Gloss Coated; Foil Creped Kraft; Jute, Fibre and Random Reinforced; Saturated Reinforced and numerous asphalt blend specialties for resisting water penetration. Up to 10 ft. wide without seam.



#### WAXED PAPERS

For moisture-vapor protection

Included in the standard Thilco line are Wax Coated Glassines; Wax Coated Krafts; Wax Impregnated Krafts; Wax Laminated Laminated M.F. or M.G. Krafts; Supercalendered Kraft; and MachineCreped. Excellent in strength, permanence and chemical resistant qualities.



#### GLASSINES & GREASEPROOFS

For resisting grease, fats and oils

All types and grades for end-use conversion. Including No. 1 Bleached; Super-transparent; Light Amber and Special Opaqued Glassines: Bleached and Unbleached Laminating and Packer's Greaseproof: Plasticized; Wet Strength Treated. 20 lb. basis weight and heavier.







#### POLYETHYLENE

For superior resistance to oil, water, acids and alkali

Polyethylene Laminated or Coated Kraft or Glassine; Special treatments include extruded polyethylene film applied to wet strength treated. Machine Creped and Mold-Resistant Kraft — Wet Strength Treated and Plasticized Glassine & Greaseproofs. Special non-staining Latex laminations.



#### SPECIALTY KRAFTS

Endless variety & combinations

Special treatments include Machine Creping; Plasticizing; Dry Waxing; Water Finish, Wet Strength Treatment; Rust-Inhibiting; Flameproofing; Maldproofing; Machine Marking; Supercalendering; Coloring, For coating, laminating, bag making or other converting needs — Print decorated as desired.



#### SPECIALTY BAGS

Made from most Thilco Papers

Self opening, Handle-Locking, Flat, Satchel or Pinch Bottom in Regular and Duplex styles—Standard and Special sizes, 25 to 120 lb. basis weights in Kraft; Duplex Glassine; Waxed, Asphalted or Wax Laminated; Wet Strength Treated; Plain or Decorated for product identity and sales appealing attraction.



For your product identification

Standard or custom design wrappings, bags and box cover papers printed in up to 4 colors by Flexography (aniline) or 2 colors Rotogravure on glassine, greaseproof, M.F. or M.G. Kraft papers plain, treated or embossed. Standard or Custom Embossing. Base papers 15 to 120 lbs. in wide range of 19 Standard Colors. Special color available for 7% ton misimums.

#### Write for Samples

Thilmany will gladly furnish samples on any or all grades which you are interested in — and elso essist you with any specific peck agine problems you may have Thilmany also maintains a complete art department for designing special imprints or custom designed Printed or Embossed decorated papers.

single source
offers so much!

THILMANY PULP & PAPER COMPANY

NEW YORK . CHICAGO . DETROIT . MINNEAPOLIS . CINCINNATI

THILCO

Functional Papers

# Versatile Airtight Closure ime saving nexpensive ye-appealing

spells **VAC-TIE** for sealing plastic bags

Seal cellulose, polyethylene, saran bags with Vac-Tie, the strong, lightweight metal fastener with the side lip—guaranteed not to stretch, break, loosen or corrode. Vac-Tie may be applied with any of five machines for small or large scale production. To find how to cut your costs, protect your product hermetically and boost your sales, write today or

visit VAC-TIE at the National Packaging Exposition and Conference Booth 154



1140-1146 EAST JERSEY STREET- ELIZABETH 4, N. J.



# EXACT WEIGHT Scales Give Accurate Readings FAST



eXACT WEIGHT Scales actually clip seconds off each weighing operation. Short lever fall plus the action of an adjustable damping device bring scale indicator to rest quickly. Magnified indication enables operator to make an accurate reading at a glance. EXACT WEIGHT Scales weigh accurately in out-of-level position. For high-speed production, EXACT WEIGHT offers specialized semi-and fully-automatic weighing machines. Write today for complete information on the model that fits your requirements exactly!

VISIT US AT BOOTH 828 AT THE PACKAGING SHOW

Exact Weight

Better quality control

Better cost control

Better cost control

Better cost control

THE EXACT WEIGHT SCALE COMPANY

914 W. Fifth Avenue, Columbus 8, Ohio 2920 Bloor St. W., Toronto 18, Canada ING, Modern Packaging Encyclopedia and other Breskin publications on display. Personnel: C. A. Breskin, T. B. Breskin, A. S. Cole, L. Stouffer, W. C. Simms, P. Hagens, E. F. Burke, C. A. Southwick, Jr., P. H. Backstrom, M. A. Olsen, P. W. Muller, H. Friedman, J. M. Connors, W. F. Kennedy. Hotel: Shelburne.

MONSANTO CHEMICAL CO. (Plastics Div.). Booth 312. Information on premiums and new developments in styrene, polyethylene, acetate, vinyl and phenolic; also Monsanto's services for manufacturers will be featured with information on stock mold packages. Personnel: E. L. Hobson, R. C. Evans, D. Guarnaccia, T. S. Lawton, E. S. Childs, E. D. Kennedy, S. E. Glick, E. V. Hellyar, R. F. Hansen. Hotel: Ritz-Carlton.

MOSSTYPE CORP. Booth 249. Complete rubber plate service to flexographic printers including preparation of artwork, pattern photoengravings, rubber plates, design rollers and plate cylinders; also rubber plate Mounter-Proofer machine and new demountable plate cylinders. Personnel: F. Moss, A. Bradie, J. Lecraw, J. Kirby, H. Myers, J. Gerard, E. Kennedy, H. Salmaggi. Hotel: Shelburne.

MULTISTAMP CO. Booth 127. Demonstration of five sizes of Multistamp stencil duplication for addressing shipping tags and labels, and marking on boxes, cartons and packages; new Form-Cut Multistamp stencil. Personnel: F. W. Pennington, S. Levine, J. H. Parsons.

MUTUAL PLASTIC MOLD CO. Booth 1214. The original low-priced plastic pint ice cream carton, also used for confections and delicatessen products including salads. New sizes to be shown will include quart and half-gallon containers. Personnel: W. F. Halliburton. Hotel: Chalfonte-Haddon Hall.

MYSTIK ADHESIVE PRODUCTS.

Booth 151. Display of Mystik brand Flexstron filament reinforced tape; also printable Mystik brand tapes in six colors.

Personnel: T. B. Armstrong, W. J. Miller,
A. R. Howard, S. L. Ostrenga, W. A.

Givens, G. V. Disbrow. Hotel: Ambassador.

NASHUA CORP. Booth 229. Supermarket theme backed by giant pictures taken in self-service stores; Surehold Div.'s exhibit represented by new Sales Impulse Bands; the new hot plate line with Pakay's printed napkins and matched sets; Package Sealing Div. represented by the industrial National Electric "88" Tayper, the National Tayper Model 52, the retail National Package Sealer Model 208 and plain Itatix gummed tape; dry label papers, Pervenac and Imac; printed



More than \$100,000,000 was lost in damaged shipments last year. How much of this amount was your Company's?

Even if you know the actual shipping loss figure, you can not estimate the additional damage shipping losses caused your business in lost good will and customers. But you can do something about reducing shipping losses. For they are caused in large part by faulty closures.

#### STOP THIS WASTE IN YOUR BUSINESS



Recent, exhaustive, impartial tests of the six most widely used closure methods prove overwhelmingly that \*Gummed Sealing Tape SHIPS BEST. \*Gummed Sealing Tape has proved this superiority in actual shipping performance year in and year out. The use of \*Gummed Sealing Tape is recommended and recognized by all carriers.

If your business is not deriving the full benefits of this safest system of closure, then it will pay you to make sure your shipping department learns that

#### Gummed Sealing Tape Guarantees Safest Transit

We will be glad to send your shipping head the results of the tests on the various closure methods and full details concerning the qualities and application of Gummed Sealing Tape. There's a brochure for executives, too, which will interest you. Please check which material you wish. Use the coupon below.

| THE GUMMED INDUSTRIES ASSOCIATION, INC. 11 WEST 42nd STREET, NEW YORK 36, N. Y. | period ser month         |
|---|--------------------------|
| ☐ Please send me the Gummed Sealing Tape "Brochure for E                        |                          |
| NameTitle   |                          |
| Please send test results and other shipping data to:                            | MP-3                     |
| NameTitle   |                          |
| Firm Name   |                          |
| Address   | ************************ |
|   | State                    |



polyethylene wraps for Pepperell Mfg. Co.; Waxing Div. exhibit of bread wrappers, candy, gum, ice cream and cracker carton wraps; Gumming Div. exhibit to include a neat seal stay tape, Imac CST, and a new glass-reinforced gummed tape, Super Rhino. Personnel: K. R. Hines, A. W. Sanborn, C. F. Foster, W. P. Lyle, R. F. Wheeler, H. W. Bailey, R. W. Phillips, R. K. Fraser, W. L. heeves, W. E. Nicholson, C. E. Leake, N. Niven, R. Marshall, J. Winn. Hotel: Claridge.

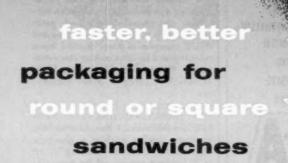
NATIONAL ADHESIVES. Booth 441. To feature adhesives and resins for the packaging industry. Personnel: F. Greenwall, D. Pascal, J. C. Clay, S. F. Thume, F. W. Bradley, R. A. DeWolfe, W. H. Reger, S. S. Snyder, F. J. Brundage, H. G. Battaglia, R. C. McGaffin, P. Weitz, G. Stahl, I. Fischer, B. C. Gordon, H. Kaufmann, L. Klempner, E. R. Shephard, F. P. Trachtenberg, S. Gold, W. Sederlund, W. Blake, E. D. Schwartz, B. V. Schaub. Hotel: Shelburne.

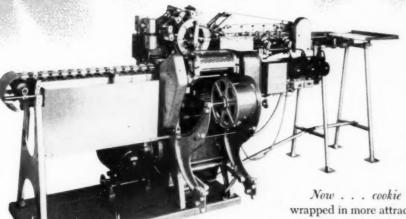
NATIONAL CAN CORP. Booth 577. Exhibit featuring new uses for metal containers and illustrating growing importance and economy of this package. Personnel: R. Solinsky, A. Toft, J. Morrison, R. Stuart, A. Hartung, S. V. O'Donnell, I. L. Holtz, R. Smith. Hotel: Shelburne.

NATIONAL CONTAINER CORP. Booth 374. Display depicting the manufacture of corrugated shipping containers "from the tree to finished product," and the growth during the past 25 years of National Container; also specially prepared material based on a company booklet, "Facts For Canners About Freight Damage." Personnel: H. Berne, P. Gertz, J. W. Quarte, J. Meyersburg, H. O'Brien, L. Browne, R. Stiff, F. Straub, C. H. Jones, J. Scher, W. J. Gass, W. Rauth, T. Raby, A. Weldon, W. Hacker. Hotel: Claridge.

NATIONAL LABORATORIES & MFG. CORP. Booth 173. Exhibit of a frame driving a belt of printed with Scan-A-Web, an optical device which picks up each pattern of a moving web as it passes. Personnel: B. H. H. Noble, J. J. Bogert, F. M. Van Wetering. Hotel: Ritz-Carlton.

NATIONAL METAL EDGE BOX CO. Booth 454. Latest developments in various types of metal edge boxes for merchandise packaging, material handling and inventory control purposes, as well as being used by agencies of the Defense Department; operation of metal edge stayer illustrating how boxes are assembled assuring user of adequate and immediately available supply of clean, fresh metal edge boxes. Personnel: M. P. Junkin, C. Paist, J. Allen Jobes, J. E. Fleagle, L. E. Berry, G. C. Culshaw,





Now . . . cookie or cracker sandwiches can be wrapped in more attractive, faster-selling packages at new higher speeds and with greater economy. The Lynch Model RS precision-wraps up to 100 multiple-unit packages per minute — yet cuts scrap loss to a degree never before achieved.

Learn how the RS, with its many new design features, can give you steady, profitable production in *your* plant. Lynch sales engineers will be glad to explain the RS to you in detail.

LYNCH BOOTH NO. 340
AT THE PACKAGING SHOW

#### LYNCH CORPORATION

Packaging Machines, Anderson, Indiana. Branches—New York • Toledo • Chicago San Francisco • Los Angeles • Atlanta • Dallas • Toronto Export Dept: 13 East 40th St., New York 16, N. Y.



Write to Dept. M for this new Model RS folder

# FREE ADHESIVES

. . . for packaging materials laminators

• If your laminating production involves the bonding of any of the materials listed on the right . . . to themselves or to each other . . . let us show you how "BONDMASTER" adhesives have successfully solved such problems for other leading firms in your own field.

• Take advantage of over 40 years of leadership in the development and manufacture of industrial adhesives that are custom-built for the packaging industry. Write today for this FREE service-without cost or obligation of any kind!

**CELLOPHANE** FOIL

PAPER

FARRICS

MYLAR

POLYETHYLENE PLIOFILM

VINYL

**ACETATE** 

SARAN

#### Rubber & Asbestos Corp.

233 Belleville Avenue Bloomfield, New Jersey



#### Decorative Packaging Prints

Select a suitable print to add to the appearance of your packaged candy, stationery, greeting cards, fruit cake, cookies and similar products. There's a wide assortment of pictorial and seasonal prints to choose from, all part of the extensive Mansell line, imported from England.

Sizes range from  $2\%" \times 3\%"$  to  $12" \times 16"$ . Just mention the sizes you need and the type of subject you prefer . . . we'll gladly send appropriate samples.

Should you have a specific print need, we probably have the proper print to fill it. Write today.

A. VIVIAN MANSELL & CO., LTD.

of London

Exclusive Representative in U. S.



#### A. BLEIER CORP.

230 Fifth Avenue

New York 1, N. Y.

MUrray Hill 9-1352

Canadian Representative: Paper Sales Ltd., Toronto

W. G. Muhleisen, J. C. Goodchild, C. H. Black, E. L. Bray, C. H. Vetterlein, T. Clattenburg.

NATIONAL PAPER BOX MFRS. ASSN. Booth 637. Display of 1953 prizewinners from the 1953 Set-up Paper Box Competition including 56 boxes selected as "best" for packaging in a wide variety of fields. Personnel: G. L. Nordstrom, T. Casev Greene, N. T. Baldwin, Hotel: Ritz-Carlton

NATIONAL WOODEN BOX ASSN. Booth 766. Exhibit featuring standard styles of nailed wooden boxes and crates and methods demonstrating ease of assembling and lidding nailed wooden containers; also several difficult loads packaged properly in nailed wooden boxes and crates; examples of finely finished boxes manufactured by firms making fancy containers. Personnel: C. D. Hudson, H. R. Hudson, W. E. Hughes. Hotel: Ambassa-

NEW IERSEY MACHINE CORP. Booth 623. Demonstration of Pony Express fully automatic labeling machine, a glue type machine, for automatic handling of up to 70 bottles a minute and for many different sizes of bottles and labels; demonstration of newly introduced Aire-Express glue labeling machine for automatic applying of spot labels at speeds from 70 to 300 bottles per minute; Challenger LabelDri for automatic thermoplastic adhesion of labels to bottles at 150 bottles per minute; also Pony LabelDri equipment with roll label feed; Ponel Labelrite Equipment to apply code numbers. Personnel: G. Van Hofe, R. Wellbrock, A. Schaefer, J. Brown, P. Heguy, M. Smith, A. Johnsen, G. Walsh, K. Leeson, C. Raymond, K. Neimeier. Hotel: Clar-

OLIN CELLOPHANE DIV. Booth 1120. Display of products wrapped in cellophane and polyethylene; improved packaging film. Personnel: M. L. Herzog, A. T. Safford, Jr., J. H. Truesdail, E. L. Holloway, C. F. Pfeifer, R. J. Kautz, B. H. Heim, V. L. McNeel, G. W. Mc-Cleary, Hotel: Shelburne,

OLIVER MACHINERY CO. Booth 254. Exhibit of Oliver #799 wrapping machine; Oliver #804-B package top labeler; heat-seal and roll-type labels. Personnel: S. H. Massingham, W. Lowthian, M. E. DeWitt, E. W. McBride. Hotel: Shelburne.

ONEIDA PAPER PRODUCTS, INC. Booth 1502. Converted and color printed bags, envelopes, sheets and rolls from glassine, cellophane, parchment, polyethylene, sulphite, foil acetate, kraft, waxed, coated and laminated grades; featured will be Oneida's new method of (This listing continued on page 370)



Vibrant color . . . the sensory appeal of warm lightness . . . the promise of convenience . . . THAT'S THE PLAXPAK® BOTTLE.





The infinite ease of a one-hand squeeze ... the perfect safety of unbreakability . . . THAT'S THE PLAXPAK BOTTLE.



PLAXPAK BOTTLES . PLAXPAK BOTTLES . PLAXPAK BOTTLES

BOTTLES . PLAXPAK BOTTLES . PLAXPAI



A magnet at the point-of-purchase ... an aid to your product at the point-of-use . . . it sells, then resells . . . THAT'S THE PLAXPAK BOTTLE.



he Plaxpak polyethylene bottle is packed with merchandising magic. And Plax alone has the experience to exploit this magic to its fullest in behalf of your product. Our packaging staff is at your service -

For packaging that sells at the point-of-sale and resells at the point-of-use.

#### CORPORATION



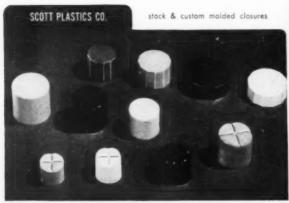
WEST HARTFORD, CONNECTICUT IN CANADA: Plax Canada, Ltd., Toronto

#### **CLOSURES...and their supplements**

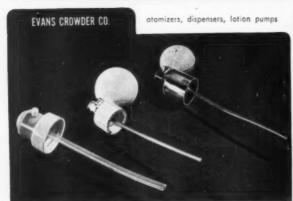
Dealing with Flyndustries puts a closureuser in the unique position where he can ask for almost any type or style of closure . . . and be reasonably certain of getting what he's after. Representing the combined facilities of these and other fine companies Flyndustries offers you a flexible, adaptable service which can produce even the most unusual closures at budget-wise prices.

Closures are never a problem . . . when you call on Flyndustries.

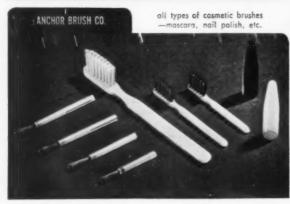
Flyndustries Juc.
141 East 44th Street, N. Y. 17, N. Y.





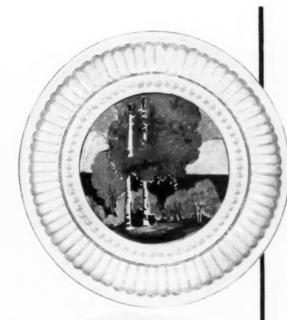


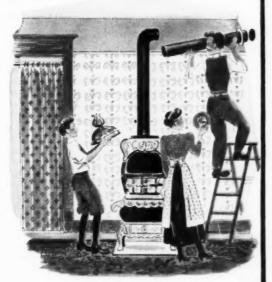






# The Gem That Built a Business ...





At the turn of the century, there were few home furnishings which more accurately mirrored domestic life than the simple flue stopper . . . When springtime came, the faithful parlor stove and its crooked pipe were hurried out of sight. The chore was finished when a flue stopper — an awkward and ill-fitting device in 1898 — made its annual appearance, filling the gaping hole in the chimney wall where the smoke pipe had been inserted . . .

An improved flue stopper was needed, and Mr. J. L. Clark, a hardware dealer with a knack for metal working, became intrigued with the problem. After months of experimentation, he developed in his cellar tin shop the first Gem Flue Stopper — with a crossed wire fastener which gave four points of contact for security — yet which folded easily for compact packing. First one, then a variety of Gem Stoppers found a ready market . . . They became, and are today, a standard — a staple.

By filling the need for a better flue stopper, Mr. J. L. Clark undertook a major move into the limitless field of metal lithography . . . not by accident, but by persistent, earnest effort to solve a specific problem and produce a better product. Gem Flue Stoppers became known throughout the nation, and other manufacturers sought out Mr. Clark for help in shaping metal containers, and with their lithographing problems.

The picture today would surprise even Mr. Clark. The scope of creative services . . . the wide range of products developed to meet specific demands . . . the blending of resourceful, precision craftsmanship with the methods of advanced technology — all these go to make up a business which plays a vital role in this modern age. From baby powder cans and all-metal spools to cellulose tape dispensers and children's paint boxes (and Gem Flue Stoppers, too,) J. L. Clark Manufacturing Company designs and produces an ever-widening stream of lithographed metal containers . . . The answer to your specific problem in product packaging is Clark Complete Metal Packaging Service.



J. L. CLARK MANUFACTURING COMPANY . ROCKFORD, ILLINOIS

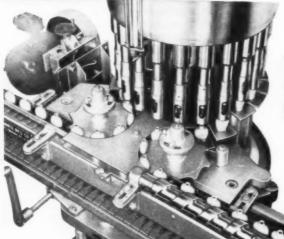


OUR 5

YEAR OF QUALITY 1904-1954

## HORIX FILLERS

# handle LITTLE as well as BIG containers . . .



Filler Model HEV-21 used by the Northam Warren Corporation, Stamford, Conn. for plastic containers at 160 per minute.

Horix Gravity-Vacuus

from fractional ounces to five gallons—GLASS, PLASTIC or TIN—for liquid or semi-liquid products.

#### **FEATURES**

- Guaranteed accuracy of fill, at any speed
- No waste
- Quick changeover for product or container
- Finest feed screw container handling
- No pumping or overflow return system
- No agitation or aeration of product
- No container—no fill
- Low maintenance

Visit us during the Packaging Show at Atlantic City, April 5-8—Booth No. 304. We will display our Model HA-20, designed specially for handling wax and polish, at 40 gallons per minute.

You get top quality performance from every Horix filler, regardless of the size, shape or type container, or product handled. That's because all Horix fillers are built to the highest standards of precision in the industry and contain many outstanding features unmatched by any other filler on the market.

Illustrated is a small frame Horix Gravity-Vacuum Filler designed specially to handle small containers (plastic, glass or tin)—from fractional ounces to quarts. Fast, quiet, smooth handling of containers at both infeed and discharge is assured through Horix designed screw-type infeed and discharge turret. Private mold shapes handled as easily as standard molds.

Get all the facts on Harix's entire filler line—from big, highest speed fully automatic rotaries, to portable, hand-operated fillers. Write for new illustrated folder No. 155-C. No obligation.



MANUFACTURING CO. PITTSBURGH 4, PA.

Lowest Unit Filling Cost — Highest Product Quality (This listing continued from page 366) bottom sealing cellophane bags, called Super Lok. Personnel: R. E. Pentz, D. Zucker, S. H. Oshan, C. Friedman. Hotel: Shelburne.

OWENS-ILLINOIS GLASS CO. Booth 323. Metal and molded closures, plastic fitments; glass bottles and jars; polyethylene closures; Opticlear and shell vials and ampoules. Personnel: G. S. Babcock, J. A. Rudy, R. A. Glaenzer, R. E. Graham, A. R. Kohl, M. O. Savage, K. S. Upham, E. B. Dennis, K. G. Hewitt, W. F. Smith. Hotel: Claridge.

PACKAGE MACHINERY CO. Booth 311. The company will have in operation a new Tray-Lock Model TLB machine, a model FA machine with a new cross tear-tape unit, and an improved textile wrapping machine. Personnel: R. L. Putnam, R. S. Clark, T. Miller, C. Palmer, H. Mosedale, J. J. Kelly, L. A. Curtis, E. A. Hjelm, J. Alexander, F. Woodruff, T. Jefferson, W. H. Keil, E. A. Wagner, J. R. Phin. Hotel: Dennis.

PACKAGING INDUSTRIES. Booth 750. Exhibit of Sentinel heat-sealing equipment, including sealers for polyethylene and other unsupported films; and for coated and laminated barrier materials; heat-sealers for civilian and military packaging; jaw-type, band-rotary and impulse-type heat-sealers; manually-operated sealers, as well as completely automatic bag makers for unsupported films and barrier materials. Personnel: H. A. Rohdin, G. Chisholm, A. Rohdin, C. Jacobson, J. Bode, F. Palmer, III, E. W. Palmer. Hotel: Shelburne.

PACKAGING INSTITUTE, INC. Booth 131. Display of PI publications; also telephone and blackboard where members can receive and send messages. Personnel: E. D. Higgins, L. V. Burton.

PACKAGING PARADE, Booth 245. Display of Packaging Parade, Boxboard Containers and other packaging literature by these publications. Personnel: M. O. Pottlitzer, M. Haywood, Jr., A. J. Ray, H. E. Roden, I. F. Megargee, G. O. Manypenny, R. B. Holmgren, J. S. Lewis, C. S. Albott, L. B. Bergstrom, B. H. Dutton. Hotel: Shelburne.

PACK-RITE MACHINES. Booth 712. New Model #4 Plasti-Sealer; Speedsealer arranged for ink code dating, hole punching and with "Tear Here" Slitter. Personnel: G. Keller, A. Jay, C. F. Van Sweringen, J. M. Benjamin.

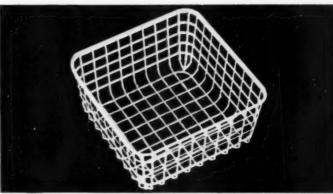
PAISLEY PRODUCTS, INC. Booth 212. Newest developments in packaging and labeling glues, pastes, resins, latex cements and adhesives for all types of hand application and machine requirements; (This listing continued on page 374)



#### THERE'S NEW MERCHANDISING EXCITEMENT IN

## The Styron Plastic Basket









#### Gay color and open latticework design create fresh sales appeal for berries, small vegetables, frozen sea foods

| Plastics Sales, P | L 454U          |      |
|-------------------|-----------------|------|
| Aidland, Michig   |                 |      |
| Please send me    | your catalog,   |      |
| "Rigid Containe   | rs Made of Styr | on." |
|                   |                 |      |
| Company           |                 |      |
| Street            |                 |      |
|                   |                 |      |

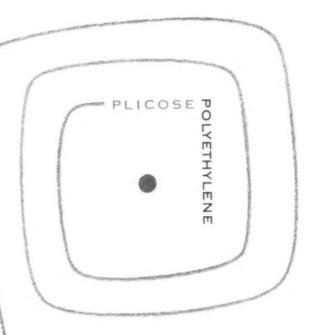
At last . . . brand new "dress" and brand new sales appeal for berries, small vegetables and frozen foods! The colorful basket made of Styron® opens up unlimited merchandising opportunities in fields where packaging has never before contributed eye-appeal for increased impulse sales.

Whether you pack berries or Brussels sprouts, you'll enjoy a big sales advantage at the market if you give them the added attraction of this newest Styron packaging. Open latticework design puts the contents on display . . . simplifies selection . . . adds to the eye-appeal. Transparent over-wrap puts frozen sea foods on display, too!

You pay no premium for this packaging excitement. The basket can be custom-designed for your product and mass-produced in the color of your choice. Let Dow put you in touch with molders who can help you create your own Styron plastic basket, or who have these baskets ready for your next "pack." THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales, PL 454U.

you can depend on DOW PLASTICS





When the packaging problem at hand involves polyethylene, you can make no better choice than Phicost.

Available both flat and tubular, treated and untreated, in any width and any gauge to meet almost every polyethylene film need, PLICOSE is rapidly gaining favor in a virtually unlimited variety of applications and end uses.

Produced to exacting standards of quality,
PLICOSE polyethylene also offers an assurance of
reliability and dependability that is a boon
to any production schedule.

PLICOSE, distributed through leading converters throughout the country, offers a *clear* approach to your packaging problems. Write today for samples and other information.

#### THERE IS NO BETTER SOURCE FOR POLYETHYLENE:

- . FLAT INY WIDTH UP TO 108 INCHES
- . TUBULAR -- ANY SIZE IN ANY GAUGE
- TREATED FOR PRINTING BOTH FLAT AND TUBULAR



The new Plicose plant devoted solely to the



#### PLICOSE MANUFACTURING CORP.

267 FIFTH AVENUE, NEW YORK 16 • 937 MAPLE AVENUE, LOS ANGELES 15
An affiliate of HARTE & COMPANY, INC.

## GLASSINE & GREASEPROOF MANUFACTURERS ASSOCIATION

Booth Nos. 132-36-38-40

Packaged Products of many types will be displayed, all of which use GLASSINE and GREASEPROOF Papers in one form or another. A Packaging Consultant will advise on Packaging problems. Sample "swatches" of some of 200 grades of

GLASSINE and GREASEPROOF

papers will be distributed, also booklets describing many end-uses for which GLASSINE and GREASEPROOF Papers provide economical Protection. Registration cards will enable visitors to obtain copies of a comprehensive book, which describes how Packaging problems can be solved at the lowest possible unit cost. In addition to Packaging Consultant, representatives of all manufacturers of GLASSINE and GREASEPROOF papers will be in attendance at the booth at various times during the Exposition.

Write for information to:

Thos. J. Burke, Secretary-Treasurer 122 E. 42 Street, New York 17





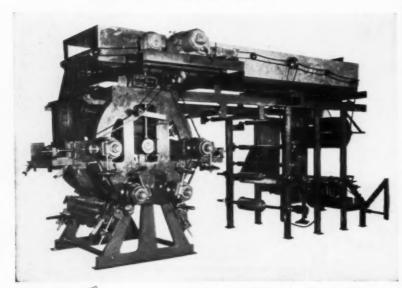
#### A great advancement for printing films

# NEW flexographic LEMBO

#### 4 color supported-web press

The most perplexing problems of high-speed in-register printing of polyethylene and other plastic films are solved by this ingenious Lembo press. The web is carried through the printing rollers on a continuous blanket, assuring perfect printing at speeds from 0 to 500 feet per minute. Compact construction. Widths from 24" to 60".

- Choice of 360° planetary gear register control or electronic register control
- Impression cylinders taken out of contact with printing rollers by electric motors
- Optional unit dries ink between impressions for outstanding speed.
- Can be equipped for gravure printing, and with rewinds for cellophane or paper



Ask about Lembo surface printing machines up to twelve colors. Full details and quotations on request

LEMBO machine works, inc. 248 East 17th St. Paterson 4, N. J.

Manufacturers of Printing Presses and Cylinders

(This listing continued from page 370) especially prepared samples of new products and literature; free distribution of Laboratory Reports and Technical Service bulletins. Personnel: M. Stempel, E. C. Lenz, S. Schuller, D. Bookshester, G. J. Muller, J. B. Morningstar, L. J. LaBrie, A. R. Nordone, G. Quisenberry, J. Ranft, E. Berman, A. Berke, C. Moser, C. Murphy, J. Morningstar. Hotel: Marlborough-Blenheim.

PAK-RAPID, INC. Booth 159. Manually-fed Auto-Pak; also two semi-automatic machines: one with turret feed and other with conveyor feeding mechanism capable of handling a variety of products at speeds of 50 packages or more per minute. Personnel: J. Irvine, B. Karp, C. Davis, S. Vrooman. Hotel: Chalfonte-Haddon Hall.

PAPER CONVERTING MACHINE CO. Booth 1258. Exhibit of Aero-Shaft. Personnel: R. E. Small, T. C. Ketcham. Hotel: Dennis.

PARFAIT PROMOTIONAL PACKAG-ING CO. Booth 1044. Pre-tied ribbon package decorations adding 3-D to package; Stik-Tite, "Slip-on" and "Elastic" bows. Personnel: Allen T. Stewart, J. J. Dorne, Renee Geaureaux Darcy. Hotel: Claridge.

PENN TAPE SAVERS. Booth 1345. Exhibit of ten different types of pressure-sensitive tape dispensers. Personnel: W. H. Ledig, Sr., H. A. Ledig, F. Cardinale, W. C. Brandt, N. Alger, J. C. Pallamary, H. M. Ledig, E. G. Monigle, W. E. Wason. Hotel: Marlborough-Blenheim.

PETERS MACHINERY CO. Booth 738. Latest Peters Model CCY-L continuous adjustable carton folding and closing machine for closing cartons at speeds up to 120 a minute; new adjustable bag header and sealer for automatically folding the top of filled cellophane bags, sealing the top, applying and sealing the header, dating and discharging the completed packages; cellophane sheeting and stacking machine; also variety of packages produced with Peters machines. Personnel: H. Lyle Greene, B. C. Lewis, J. Boehler. Hotel: Dennis.

PHOENIX INDUSTRIES, INC. Booth 1245. Aluminum foil containers for food service industries; standard rigid shapes with mechanically crimped and heat-sealed closures, lids and machinery to apply; standard stock items used by various industries; custom design facilities for development and manufacture of special rigid containers or shapes in aluminum foil; also specialized applications and new packaging ideas. Personnel: N. H. Abrams, E. C. Abrams, J. L. Ginsberg, L. Ginsberg, P. Lavoce, D. Ham, G. Frechie, J. L. Kohn, R. Goldman, Hotel: Traymore.

(This listing continued on page 378)

## packaging news... ] by HARCORD





Dignified packaging has been an important factor in achieving powerful sales results for Harmony Pipe Tobacco. This brown and yellow paper canister is economically priced and produced by Harrord for Liggett & Myers. Ready acceptance at the trade and consumer levels has been accomplished on a national scale.

This square canister for R. G. Dunn illustrates the economy of paper canister packaging for cigars. Personal service and attention to detail played a large share in the production of this package for DWG Cigar Corp. by Harcord. Eye-catching and attractive, this container is familiar at tobacco counters throughout the Midwest.



Roi Tan Cigars — a name well known to cigar smokers, is now enjoying a new spurt in sales. Their paper canister is labelled in seven colors plus gold. According to The American Tobacco Co., a Harcord customer, this round package achieves top of counter display.



Reflecting the richness of the blend. Liggett & Myers' Masterpiece Pipe Tobacco — packaged in a Harcord canister labelled dark blue and printed in red. Reports from the field indicate instant product identification at the point of sale.

HARCORD MANUFACTURING CO., INC., PAPER CANISTERS 125 Monitor St., Dept. MP-3, Jersey City, N. J.—N. Y. Phone: BArclay 7-5685

Solve Your Container Cleaning Problems Whatever container cleaning method your packaging line may require, be it fully automatic, or semi-automatic, by compressed air or by rinsing, there is a U.S. machine to meet every requirement. Each machine is adaptable to unusual, specific needs.

The U. S. Sanitair is a fully automatic Air Cleaner that synchronizes into production lines. Due to exclusive mechanical innovations, this machine is meriting first call throughout the packaging industry. Has quick changeover for all container sizes. Handles AGST finishes, also aerosol valve type containers. There is a special model for wide mouth finishes, jars, etc. Write for Bulletins on any U.S. cleaning or filling machine.

#### U.S. BOTTLERS MACHINERY COMPANY

4017 North Rockwell Street



#### offices:

BOSTON • NEW YORK PHILADELPHIA • DAL-LAS . HOUSTON . SAN FRANCISCO . PORTLAND LOS ANGELES . SEATTLE DENVER . PHOENIX NEW ORLEANS . TAMPA ATLANTA . MONTREAL TORONTO · VANCOUVER WINNIFEG · EXPORT OFFICE: TOLEDO, O.



The U. S. Load-A-Matic



The U.S. Rotary Rinser and Cleaner handles any bottle or jug. Water, steam or air.





The U.S. "E.Z." Air Clean-er is semi-automatic. Cleans two containers at a time.

The U.S. Ampoule Rinse handles vials and serum bot tles. Also for thermal shock

Designed to accommodate practically any size or shape container at speeds up to 400 to 450 per minute Bottles, jars and other containers are unscrambled without agitation and transfer from chain to walking beam is very gentle, without any contact of containers. Invaluable in the distillery for odd shape flasks, in the drug and cosmetic industry for unusual after-shave and hand-letion bottles, as well as other

> also unusual shapes and sizes must be handled at high speeds. MAIL THIS COUPON FOR FULL DETAILS ISLAND EQUIPMENT CORP.

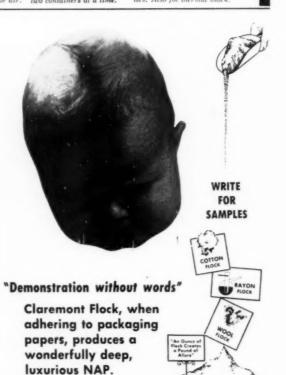
industries wherein not only round but

Dept. MP3

27-01 Bridge Plaza North Long Island City 1, N. Y. Sounds interesting. Send me full details on your WALKIE-PUSHIE UNSCRAMBLER.

ADDRESS

Visit as at Booths 116 and 118 at the Packaging Shou

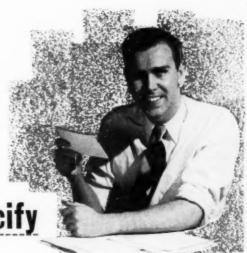


CLAREMONT WASTE MANUFACTURING COMPANY

when

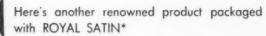
you

buy..specify



### ROYAL SATIN\* the aristocrat of paperboard

A Butterfield-Barry exclusive for better set-up boxes for better displays



This DRESS PARADE gift box was made by the Box Division of The Warner Brothers Company—for the Alfred D. McKelvy Company's famous SEAFORTH LINE of men's grooming essentials.

ROYAL SATIN\* was chosen for its finer basic quality and superior finish for better results.

Ask your boxmaker or display producer for samples, or write us direct.

The first name in the Paperboard Field eaforth FOR MEN

\*Trademark



#### THE BUTTERFIELD-BARRY CO., INC.

174-178 HUDSON STREET, NEW YORK 13, N. Y.

a century of progress in paperboard for packaging and merchandising

**MARCH 1954** 

377

# SECT.

CAPPERS

A MODEL FOR EVERY PURPOSE ...

A SPEED FOR EVERY NEED!





#### RESINA

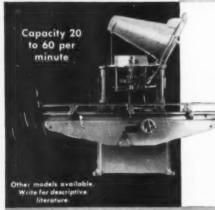
Standard, single head, automatic screw capper.





#### RESINA

High speed, straight line screw capper. Rated for speeds up to 300 per minute depending on size of container.





#### RESINA

Automatic innerseal machine for selecting and applying standard innerseals to various types and sizes of tin cans as commonly used in the oil industry.

Agents in principal cities throughout the United States and Canada

RESINA AUTOMATIC MACHINERY CO., INC.

BROOKLYN 31, N. Y.

(This listing continued from page 374) PLASTIC CONTAINER CORP. (affiliate of Rogers Plastic Corp.) Booth 1330. Display of plastic packaging items for the packaging trade. Personnel: A. C. Martinelli, R. W. Nadeau, G. A. Stickney, C. S. Conklin, A. G. Pepler. Hotel: Chalfonte-Haddon Hall.

PLASTICS WORLD. Booth 300. Copies of publications. Personnel: C. W. Cleworth, G. W. Rhine, W. P. Pincher, W. B. Cowilich, J. Goodenough. Hotel: Marlborough-Blenheim.

PLAX CORP. Booth 354. Polyethylene squeeze bottles; packaging materials. Personnel: J. Gordon King, G. E. Pickering, E. S. Marsh, J. H. Parliman, M. E. St. Clair, R. Pasqualini, L. A. Cermola, P. Curtis, R. E. Ames, R. Muller. Hotel: Chalfonte-Haddon Hall.

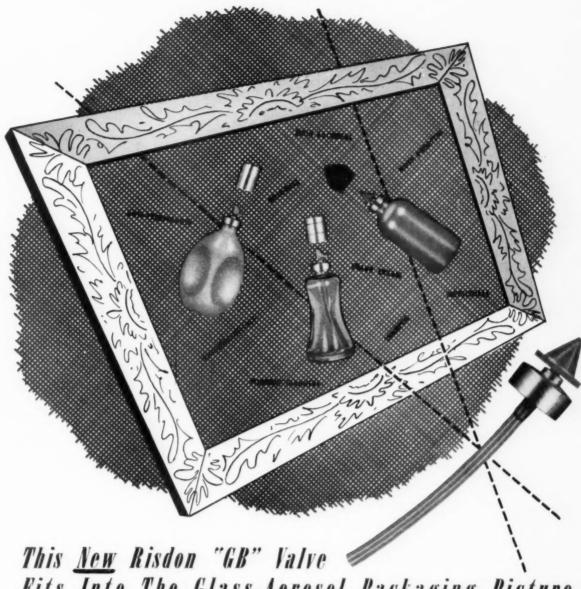
PNEUMATIC SCALE CORP., LTD. Booth 218. Demonstration of a 4-Head Pneumatron Net Weighing machine; also large, colorful display of packaged and bottled goods illustrating various operations performed on Pneumatic equipment. Personnel: W. E. Coughlin, G. L. Libby, H. H. Conklin, G. J. Ross, A. T. Buskens, R. H. Eiff, R. W. Coughlin, H. Foster, K. D. Doble, J. Yates, F. E. McIntosh, O. H. Hultin, L. I. Hodgdon, D. W. Tiano, R. S. Edling, N. S. Ross, E. H. Miller, S. R. Howard, L. F. Blackwell. W. H. Weeden, K. D. Doble, Jr., K. M. Petersen, M. A. Blackmur. Hotel: Traymore.

POLY-SEAL CORP. Booth 1131. Exhibit of Poly-Seal closures, phenolic screw cap closures with polyethylene cone liners. Personnel: V. C. Bell, D. N. Robineau, J. Nickerson, III. Hotel: Marlborough-Blenheim.

POPPER & SONS, INC. Booth 1430. A packaging line including the new Perfektum automatic vial stoppering machine. Model RS-100C and the Vialfil, Model CF-6, will fill and stopper pharmaceutical vials at a rate of 120 a minute; semi-automatic vial filling, stoppering and aluminum crimp sealing machines also to be demonstrated; also fully automatic and semi-automatic marking and printing machines. Personnel: I. A. Popper, R. A. Popper, W. L. Popper, F. J. Cozzoli, J. M. Cozzoli, R. Illner, A. Musto.

POST MACHINERY CO. Booth 938, Exhibit of Decitron electronic counters; also Thrissell cutter and greaser. Personnel: W. P. Fergnani, H. L. Carlman, P. L. Carlman, J. W. Farmer, J. Forni, R. Angers, H. Robbins.

PRINTING MACHINERY CO. Booth 859. New magnesium Sterling Toggle (This listing continued on page 382)



Fits Into The Glass-Aerosol Packaging Picture

No Metal In Contact With Contents ... No Danger of Corrosion Of Valve Components

- \* In Performance and Appearance The "GB" Valve Is Tailored To Complement Bottle-Packed Spray Products.
- \* Applicable To Both Coated and Uncoated Bottles.
- Yertical Spray or Horizontal Spray.
- \* Protective Caps in metal or plastic available in custom-made designs to complement the product package.

Contact Risdon for further details on either the Model "GB" or Model JBR Valve.



THE RISDON MANUFACTURING COMPANY . Valve Division 300 Risdon Street, Naugatuck, Conn.

RISDON'S JBR VALVE-KEY TO NEW AEROSOL POSSIBILITIES-NEW QUALITY PERFORMANCE AND STYLING FOR BOTH METAL AND GLASS CONTAINERS.

Makes possible the use of wide range of propellents. Uses all standard types plus "Freon-21", "Freon-22" and methylene chloride. Sleek all-metal surface and cap enhance packages with a "quality look."

Produces a soft spray cloud of uniformly minute particles. Modified models can be supplied to give larger particle size, when required. Positive cut off.

Write for free descriptive folder.

RI-34



R S

TAILORED TO YOUR

PRODUCT

TRANSPARENT PACKAGING SPECIALISTS



CELLU-CRAFT PRODUCTS CORP., General Offices & Plant 133-23 35th Avenue, Flushing, N.Y.

Branch Plant: Addison, III. Sales Offices in principal cities.

 $Designers,\ Converters,\ and\ Color\ Printers\ of\ Flexible. Packaging\ Materials$   $\textbf{Cellophane} \ \cdot \ \textbf{Polyethylene} \ \cdot \ \textbf{Plofilm} \ \cdot \ \textbf{Folls} \ \cdot \ \textbf{Acetate} \ \cdot \ \textbf{Plastic} \ \textbf{Films} \ \cdot \ \textbf{Glassine}$ 

Why

are more and more aerosol users turning to

Simple! You can't get these combined advantages in any other valve:

- · Self-cleaning. No gumming up
  - Extra rugged construction
    - · Permits loading through the valve --No need of expensive refrigeration
      - · Metered flow, to suit your product
- · Wide adaptability to all types of aerosol containers and to spray and/or foam

COMPLETE SERVICE - includes the new Pres-O Filling Equipment, now available to our customers. It's accurate, compact, light, portable - and highly economical. Write

OIL EQUIPMENT LABORATORIES, Inc.

600 Pearl Street . Elizabeth, New Jersey



Packaging eye droppers

YOU OUGHT TO PACK WITH THE AUTO-PACK

here's why:

You can package your product Packaging eye droppers
for protection, for appearance, for ease in handling with the Auto-Pak. . . the versatile, efficient, low cost machine that packages such a wide range of products.

The Auto-Pak automatically forms two sheets of heat sealing material (cellophane, foil, kraft, etc.) around the items to be packaged, seals the four sides, cuts off and de-livers a completely sealed, attractive package. The unit delivers as many as one package every second in strips, single or double packs.

There are no installation costs with the Auto-Pak. Just plug it in to any ordinary outlet and you're ready to package anything from pills to powder puffs . . . quickly, economically, attractively.

Write for details on how the Auto-Pak can benefit you. Agents wanted for exclusive territories still open.

530 N. 21st Street LOcust 7-4840 Phila. 30, Pa. N.Y. Representative I. J. White Co. 70 W. Huston St. AL 4-0180

#### Make these wonderful

tear-resistant cellophane bags and eight other styles automatically



Packagers and retailers hail the improved film bags made on the Renka Bag Machine. A fine cord within the foldover top of Renka-made bags gives them extra-strength, extra tearresistance.

> Higher packaging speeds less careful handling is needed

Better retail appearance

product can be removed and replaced time after time without tearing bag

The Renka makes bags from cellophane, film and paper, at speeds from 10,000 to 40,000 per hour,

depending on size. The size range of the bags it produces is from 2" to 221/2" in length, and from 3" to 13" in width. Maximum length is smaller than maximum width because the bags are made from the width, not the length of the roll.

A compact machine which can rapidly be changed from one bag size to another, the Renka also makes other styles of bags:

- 1. flat bags with folded tops
- bags with rounded flaps
- bags with flaps and foldover tops
- paper-backed bags with reinforced tops on the film side
- 5. tobacco pouches
- gusset bags with two side seams and no bottom seams
- paper bags with transparent film windows
- 8. bags without folds or flaps



RENKA BAG MACHINE

Sample bags will be sent to you on request. DEMONSTRATION—BOOTH 1427 & 1526

G. van der Meulen & Zn. N. V.

Prins Hendrikkade 173

Amsterdam, Holland

# METAL EDGE pays dividends in 3 ways

#### ADDS DISPLAY VALUE!

"Dealers are sold on our quality line and on our distinctive M. E. display box. Precisionprinted to resemble fine leather . . . it protects our tapes . . . has re-use value for customers."





#### LICKS STORAGE Problem!

"A new display for a new line doubled our box inventory . . . but created no storage problem! We store M.E. 'flats' for both lines in 20% of the space required for ordinary boxes."

#### SAFER HANDLING ...

"We use M.E. exclusively for materials handling and inventory control. Parts are fully protected during production, storage. We saved enough to pay for installation of the M.E. system after one inventory."



METAL EDGE—the engineered method—has solved diverse packaging and handling problems in over 100 American industries.

#### NATIONAL METAL EDGE BOX CO.

PACKAGING . MATERIALS HANDLING . INVENTORY CONTROL

334 North 12th Street, Philadelphia 7, Pa.



(This listing continued from page 378)
Base system; PMC Warnock rotary hook
system; PMC Flinker Fountain dividers;
PMC Warnock positive lock Bronle
Quoins. Personnel: L. Augustine, C.
Brestel, M. H. Lindberg, A. R. Mahoney.
Hotel: Claridge.

RAINBOW RIBBONS & FABRICS, INC. Booth 958. Ribbons and bows for promotional packaging; E-Z stick-on bows (pressure sensitive); stretch-on bows (elastic); slip-on bows and special bows designed for any packaging problem. Personnel: M. Savada, W. H. Herrman, W. Horowitz. Hotel: Ambassador.

REDINGTON, F. B., CO. Booth 305. Display of Redington automatic packaging machine; samples of packages produced on Redington machines; also catalog, brochures and other descriptive material on Redington machines. Personnel: C. L. Barr, E. A. Siebert, J. C. Hotton, H. Allport, Jr., K. C. Craig, J. W. Hoskins; W. F. Dent, O. I. Keil, A. Walkey. Hotel: Ambassador.

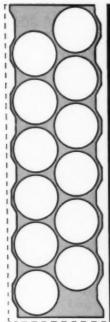
REEVES PULLEY CO. Booth 167. Operation of complete line of variable speed drives and controls; new Reeves Flexi-Speed Drive; also new design of Fractional IIP Reeves Vari-Speed Motodrive. Personnel: P. C. Talbot, J. Mahoney, J. McClelland, I. V. Falk, C. Brassler, C. E. Hill, J. B. Thomas, J. H. Gepfert, R. D. Moore. Hotel: Shelburne.

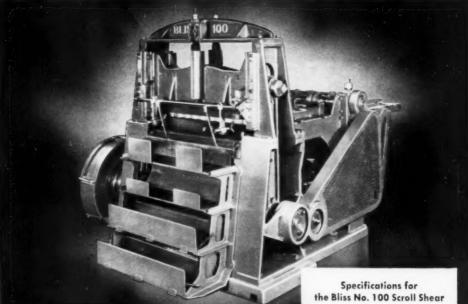
RESINA AUTOMATIC MACHINERY. Booth 579. Exhibit of inner sealing and capping machines. Personnel: E. N. de Bastos, S. Resina, A. Weller.

REYNOLDS METALS COMPANY. Booth 440. Company's progress in making Reynolds Wrap Aluminum Packaging Seal widely used; displays of all types of aluminum foil packaging. Personnel: E. W. Schaw, D. Ostroot, E. R. Barker, R. K. Ketterer, J. J. McGuinn, G. W. Pfromm, Jr., S. R. McGauley, M. F. Jones, R. H. Nash, T. M. Hill, W. O. Henderson, H. J. Williams, C. H. Davis, F. Liebert, J. Geiss, H. Clement, P. Murphy, J. C. Bjorkholm, G. DuCharme, D. Lewis, H. Bynum, G. Carter, P. Dearborn. Hotel: Claridge.

RHEEM MFG. CO. Booth 1449. Steel and fibre shipping containers; custom-made shipping containers; Rheemlined drums for foods; also Rheemcote lithographed drums and pails. Personnel: R. W. Throsher, D. Snowden, E. Elliott, F. Blume, R. Hard, G. G. Tucker.

SCALE SPECIALTIES & SYSTEMS, INC. Booth 1342. "Datamatic Weight Calculator" to record weight in a graphic form, Instrument records individual sample weight and calculates the group aver-





# How to save 7% on scrap with the BLISS AUTOMATIC SCROLL SHEAR

Yes, by using the Bliss Automatic Scroll Shear, many leading can plants save up to 7% on scrap—and the illustrations on the right explain how it's done.

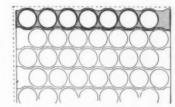
But this is only one of the features of the Bliss Shear. Look at these: the rigid body structure and heavy sliding members assure longer die life; the sheets are automatically and precisely located – insuring perfect registration; all operating mechanisms are *below* the table – lubricants never drip on and soil sheets; the shear can be arranged for plain or litho sheets, for automatic or hand feed.

If you're searching for low-cost, thoroughly-reliable can production, it will pay you to check the entire Bliss line... Write, wire or phone for complete details.

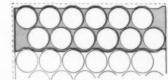
E.W. BLISS COMPANY, 50 Church St., New York 7, N. Y.







**SINGLE ROW SCROLL STRIP** offers savings over single strip method. In No. 1 can size, it saves 6.2%; in No. 2 size — 4.6%; No. 3 size — 1.3%. Two strips are blanked each stroke except the last.



DOUBLE ROW SCROLL STRIP — planned for double-die set-ups — gives even greater savings than above; can be used with Bliss Scroll Shears,

BUSS

on your machine is more than a name...it's a guarantee

BLISS CAN AND CONTAINER MAKING MACHINERY



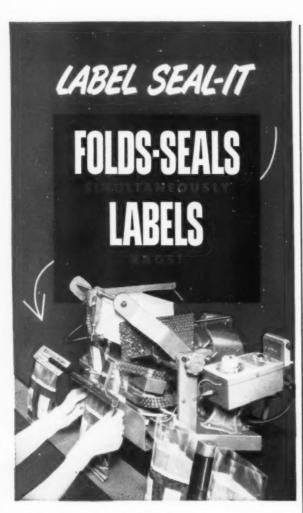












CUTS LABOR COSTS! Label Seal-It takes the handwork out of packaging . . . eliminates pins and stapling. One operator does the work of two! These savings alone actually pay for Label Seal-It in a few short months. Cuts label expense too ... uses ordinary printer's enamel stock instead of special thermoplastic coated papers. Seals all heat sealable bag materials-Cellophane Polyethylene, Pliofilm, etc.

NEWLY IMPROVED-now equipped with latest type vacuum pickup which insures individual label feeding! Built-in cam driven pump-no extra vacuum equipment to buy.

Let us prove Label Seal-It is your best buy! Full line of Heat Seal-It machines available.





Cut Hand-Lettering and Composition Costs with a

TERING INSTRUMEN'

Caslon Sans-Serif VOGUE

Man4 Scripts Casual DISPLAY

Old English LETTERS TO EXACT SIZE TO FIT THE JOB

BODONI Now anyone can do a good job of hand lettering ... and do it exactly the size you want to fit your letters you want to fit your layout. More than 600 variations in size and shape of letters All the above letter- may be produced from one templet—119 templets and lettering styles.

Try it yourself — no obligation. Write Dept. 187 today.

VARIGRAPH CO., Inc., Madison 1, Wisconsin

#### SATISFACTION GUARANTEED and YOUR MONEY BACK

Faster, neater bagging . . . at lower cost . . . pays you many times the price of this easy-to-use bagger. Blower opens bag; your operator fills and removes it in one swift motion. Adjustable for bags from 24 to 5 inches wide and 54 to 71/2 inches high. Glad to quote for other sizes or cellophane.

#### TRIAL OFFER

Use this bagger a full week. Be 100% satisfied or return it for refund.

Just send samples of your bags and ask for Bulletin 3-29 BOOTH 1301 PACKAGING SHOW





\$65 complete, f. o. b. Rockford

ANDERSON BROS. MFG. CO. ROCKFORD, ILLINOIS

age of a number of samples. *Personnel*: L. Folwell, D. Hansen, L. Hansen. *Hotel*: Eastbourne,

SCANDIA MANUFACTURING CO. Booth 511. Operation of five of latest wrapping and bundling machines with different style packages; also display of packages currently being wrapped on Scandia machines. Personnel: W. B. Bronander, Jr., J. B. Bronander, H. H. Beams, E. N. Brooks, R. F. Freebody, W. Rae, L. C. Gorecki, W. M. Rourke, Hotel: Ritz-Carlton.

SEAMLESS RUBBER CO. Booth 1434, Complete line pressure sensitive F. O. S. industrial tapes; strapping, hinging, specification and specialty tapes. Personnel: W. H. Boylan, J. T. King, E. J. Newman, W. C. Weeks. Hotel: Chalfonte-Haddon Hall.

SHAW-RANDALL CO., INC. Booth 378. Display of all types of transparent packaging, both all transparent and combination transparent as well as paperboard; also display of formed sheet plastic packaging for syndicate store trade. Personnel: A. Huxford, E. S. Lancaster, C. K. Shaw, Ir., A. W. Shaw, Hotel: Shelburne.

SHERMAN PAPER PRODUCTS CORP. Booth 555. Demonstration of automatic packaging accomplished without heat, using Spot-Seal; display of Corro-Trays, greaseproof tray blanks, and Corroflex in new prefabricated flexible corrugated. Personnel: G. Sherman, E. W. Pitt, A. Lytle, L. Beaulieu, K. Greene, G. Flanigan, B. Wade, G. Duffy, P. Nottage. Hotel: Claridge.

SIMPLEX PACKAGING MACHINERY, INC. (Sub. of Food Machinery & Chemical Corp.) Booth 536. Exhibit of Simplex-O-Matic packaging machine and Simplex bag making machines. Personnel: A. J. Olsen, A. H. Storch, Jr., M. W. Smith, W. Maurer, R. Gaubert. Hotel: Haddon Hall.

SPEEDRY PRODUCTS, INC. Booth 1457. Exhibit of Speedry "Capac" Brushpens: Speedry Magic Markers: Speedry Ink-O-Mats: Speedry Instant-Dry marking inks: also Speedry Stencileer. Personnel: S. N. Rosenthal, R. L. Stockton, M. J. Milsky, C. D. Shaw. Hotel: The President.

STANDARD-KNAPP (Div. Emhart Mfg. Co.) Booth 346. Model 806 packer; 851D collector in operation; gluer and sealer. Personnel: R. N. Allen, L. F. Shattuck, L. D. Kniffin, Jr., J. H. Moseley, K. Holestebro, A. J. Hetzel, C. Barker, D. S. Shields, A. L. Johnson, G. E. Bayer. Hotel: Chalfonte-Haddon Hall.

STANDARD PACKAGING CORP. Booths 1026, 1030. New vacuum packer (This listing continued on page 388) NOW you can see

push button plastic molding in action SEE

complete plastic packages molded before your eyes

FULLY AUTOMATIC CYCLECTOR

**GUY P. HARVEY & SON CORP.** 

LEOMINSTER

MASSACHUSETTS

NATIONAL PACKAGING EXPOSITION
BOOTH 1402

Reprints of articles, features and advertisements that appear in this magazine cost so little that you should really consider using them. Many companies make it a practice to have stories which have a bearing on their business reprinted for distribution to their sales staff, customers, prospects, stockholders or to other interested groups.

# make profitable use of REPRINTS

If, at any time, there is or has been something in Modern Packaging which you can use in reprint fourn, in quantities of 100 copies or more, write and quotations will be furnished promptly.

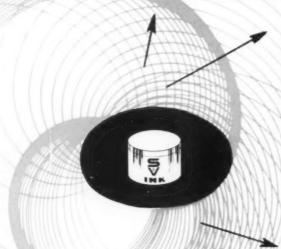
#### INDUSTRIAL MAGAZINE SERVICE

An Affiliate of Breskin Publications

575 Madison Avenue

New York 22, N. Y.

# Canned Light!



Here we have captured light itself, nature's own colors mixed with varnish and chemicals . . . and placed them at your disposal in the form of Superior S&V inks! These colors, pure, vibrant, true-to-life colors put your message across! Your customer lives in a world of color . . . color that catches his eye. What could be more convincing than to tell him and sell him in color? Years of experience in the manufacture of quality printing inks have established 5& V as a natural choice to help you produce more effective calor packaging. Always alert to your needs, S&V is ready with better service and inks of uniformly high standards.

Remember-when color's the lure, you can be sure-when it's \$& V.

Sinclair and Valentine Co.

Visit our

at the

Packaging Show

Main office and factory: 617 West 129th St., New York 27, N. Y.



OVER 35 BRANCHES FOR SERVICE FROM COAST TO COAST



#### FILLING and LABELING MACHINES are Simple in Design

No skilled help necessary to operate or maintain!!

#### **FULLY AUTOMATIC ROTARY**

Vacuum • Gravity • Volumetric

#### LIQUID FILLING MACHINES

Designed for quick changeover and thorough cleaning. Fills all types of foamy and still liquids -brines, vinegars, chemicals, drugs, perfumes, syrups, cosmetics, etc. All sizes and shapes of metal, plastic and glass containers from 1/4 ounce to 5 gallons.

Standard machines available from 8 to 40 spouts. Special machines designed and built to meet your requirements.

Write Dept. MP-3 for literature on MRM Fillers and Labelers

mrm company, inc. 191 BERRY STREET, BROOKLYN 11, N. Y.

Manufacturers of a complete line of fully automatic and semiautomatic filling equipment and fully automatic labeling machines.

# Bearing pouch keeps oil in ... dirt and moisture out!



The Fafnir Bearing Company ships individually wrapped, lubricated bearings to many of its customers. These Fafnir ball bearings need carefully designed packages that prevent leakage of oil or grease and entrance of moisture and dirt.

After tests and experiments, a heat-sealed pouch bag was selected. The pouch is made of glassine paper, coated on the inside with Du Pont "Alathon" polyethylene resin. This combination protects against loss of lubrication as well as against moisture and dirt entering the bearing. The transparency of the "Alathon" coating makes it easy to identify sizes and types of bearings. And the fact that "Alathon" takes quick, effective heat seals permits fast production packaging.

Study the properties of coatings of Du Pont "Alathon" on paper, film or foil in relation to your packaging needs. "Alathon" stays tough and flexible through a wide range of temperatures-from tropic heat to 100°F. below zero. It is tasteless, odorless and nontoxic . . . resists most acids and alkalies as well as greases and oils. For more information, fill in and mail the coupon below.



#### Which type of package are you interested in?

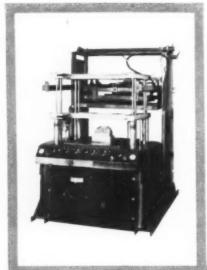
- ☐ Multi-wall bags
- ☐ Single-ply bags
- ☐ Pouch bags
- ☐ Board trays ☐ Fiber drums
- ☐ Board cartons
- ☐ Corrugated boxes
- ☐ Fiberboard containers

E. I. du Pont de Nemours & Co. (Inc.) Polychemicals Dept. 513, Du Pont Bldg. Wilmington 98, Delaware

Please send me information on the properties and advantages of coatings of "Alathon" for the type(s) of packages I have indicated.

Title\_

Address



# Fully Automatic VacForm Machine makes low cost packages and displays

fast set-up!
only one operator!
high production!
safe,
foolproof operation!



The ease of manufacture, sales effectiveness, and low cost of vacuum formed packages and displays are causing a veritable revolution! Every day of the week we hear from and help people who want to capitalize on the advantages of vacuum forming.

The VacForm Model 50-20 is the outstanding machine for vacuum forming thermoplastics. It can be set up by one man in 15 minutes. The machined, rigid mold clamp quickly adjusts to any size up to 52"x24". Inexpensive plaster, metal or wood molds—or in some cases, no molds at all—are used. With VacForm's unique "drape forming" technique, packages and displays as deep as 10" are

made without sacrifice of wall thickness, fidelity of detail, or production. Simple operation Once the "start" buttons are pressed, automatic timers take over and actuate every phase of the cycle—heating, vacuum draw, ejection. Strategically located limit switches and safety guards make it impossible for the operator to injure himself or to damage the machine through improperly set controls.

Vacuum formed packages made of transparent plastics conform to, display and protect your products; vacuum formed displays can be made rigid, semi-rigid or even flexible, and can be produced at low cost—in limited or sizeable quantities. Check on the VacForm machine today.



Full details about VacForm machines and the "drape forming" technique will be sent on request.

#### VACUUM FORMING CORPORATION

Port Washington, Long Island, New York

Foreign Sales Representatives: OMNI PRODUCTS CORP., 460 Fourth Avenue New York 16, N. Y.

Correspondents Throughout the World

(This listing continued from page 385) utilizing Flex-Vac transparent pouch; printed laminations of papers, films and foils for automatic packaging of drugs, foods, etc.; Flex-Vac liquid food packaging, Personnel: H. T. Holbrook, W. W. Roberts, E. L. Domans, W. W. Yocum, H. B. Belfi, R. Beh, J. G. Rote, P. B. Reuman, R. A. Mahaffy, W. Young, R. A. Wiser, J. B. Sellers, Hotel: Shelburne.

STANFORD ENGINEERING CO. Booth 246. Stanford automatic web guides and constant tension controls: new Stanford Doctor Machine. Personnel: W. T. Stanford, O. E. Stanford, R. D. Quick. Hotel: Ambassador

STAUDE, E. G., MFG. CO., INC. Booth 156. Staude Rotory Dewaxing Machine with Timed Bottom Feeder; Staude Master Infold Gluer; Challenger and Gladiator Window Patch gluing and lining machines; straight line gluers; Rotogravure and Letterpress printers; envelope gluers and partition slotters. Personnel: S. K. Lynn, P. E. Fischer, T. Von Thien, L. Farrell, J. Harvey, D. Annett. Hotel: Ambassador.

STEIN, HALL & CO., INC. Booth 145. Exhibit of adhesives for various types of p ckaging on high speed equipment; adhesives for making bags from wet-strength papers; adhesives for making paper cans, tubes, boxes, cups, envelopes, drinking straws and paper milk bottles. Personnel: D. H. Lipman, R. W. Shoals, J. D. Gercke, E. A. O'Neill, R. A. Selner. Hotel: Ritz-Carlton.

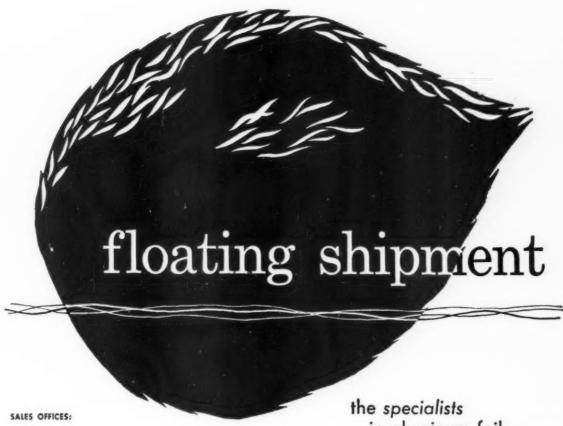
STOKES & SMITH CO. (Sub. Food Machinery & Chemical Corp. Booth 541. New S & S automatic paper box unit with Kingsbury & Davis LS thermoplastic stayer; Stokes-wrap machine with net weight scales; "SIG" CK wrapping machine. Personnel: W. R. Huguenin, C. E. Schaeffer, S. T. Brinton, S. E. Child, C. H. Nitsch, J. Y. Albertson, E. W. Bleam, L. G. Smith, M. P. Sullivan, Jr., H. Edgerton, R. C. Smith, Jr., H. E. Colburn, J. Williams, J. Beischel, C. M. Bunn, H. A. Jack, R. Crosier, J. P. Considine, R. L. Rogers, Jr., H. L. Duhart, W. E. Buswell, J. R. Sonneborn, W. Andersen, G. Doan, R. Schemp, G. Richardson, A. Mowatt, W. G. Hewlings, L. Glanev, R. D. Mooney. Hotel: Haddon Hall,

STONE CONTAINER CORP. Booth 483. Stone's Multi-Tone process for the reproduction of photographs and/or tonal art on corrugated boxes; surface printing and texture on corrugated with over-all pattern designs based on Stone's step and repeat reproduction process; new uses for corrugated. Personnel: J. H. Stone, D. R. Lepper, I. G. Hefter, L. Robert Light, H. Parker, M. Schwartz, J. Lang, I. Kunzman, R. Brams. Hotel: Ritz-Carlton.

(This listing continued on page 390)

Nature's buoyant jacket enables the coconut to float a thousand miles unharmed by the sea, to land undamaged, fresh and hardy, ready to grow. Coconut palms around the world are proof of this natural success through specialized packaging.

Any product enjoys greater success through packaging specially designed to its own requirements. Whatever your field, whatever your problems, Cochran Foil offers technical perfection engineered for specialized service.



714 Wrigley Building Chicago 11, Illinois

238 West Wisconsin Ave. Milwaukee 3, Wisconsin

500 Fifth Avenue New York 36, N. Y.

Hippodrome Building Cleveland 15, Ohio

260 Kearny Street San Francisco 8, Cal. in aluminum foil

LOUISVILLE 10, KENTUCKY

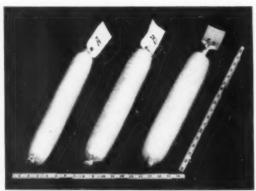
**MARCH 1954** 

# RETAIN MOISTURE

meats, cheese, sausage, pickles, tubers, locker items

# **PROXMELT**

DIRECT CONTACT DIPPING WAXES

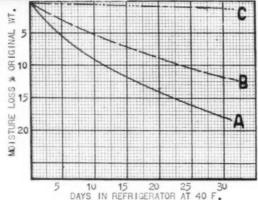


EXCLUDE AIR

\( \triangle \)
INHIBIT MOLD
\( \triangle \)
FLEXIBLE
\( \triangle \)
PEELABLE

Photo showing moisture loss comparison from liverwurst filled cellulose casings; (A) regular casing, (B) "treated" casing, (C) regular casing dipped in PROXMELT.

Graph of moisture loss from above liverwurst casings for one month under 40°F, refrigeration. Percentages are loss from meat through casing to refrigerator atmosphere.



PROXMELT Wax Dips are easily applied by means of simple and economical equipment. Application temperatures are moderate. Our technicians will help you adapt PROXMELT to your needs.

WICHITA

PYROXYLIN
PRODUCTS, Inc.
CHICAGO 32

PAOLI PENNA. (This listing continued from page 388) SUTHERLAND PAPER CO. Booth 361. Complete line of new merchandising cartons; also latest in mechanical packaging. Personnel: P. Burgderfer, F. Markle, J. Stevens, P. Van Keuren, C. Rice, T. Russell, R. Johnson, K. Buttery, B. Broach, W. Nash, W. Vanghan, E. Harrison, R. Stoutenborough, J. Suarez, Jr., E. Curtiss, C. Hubbell, G. Long, J. Dykema. Hotel: Claridge.

SWIFT & CO. (Adhesive Products Dept.) Booth 846. Packaging adhesives including both dry and liquid; selected product samples; also informational literature. Personucl: E. R. Paul, C. F. Patterson, C. S. Young, A. F. Steffen, A. W. Boyd, M. L. Lundt, R. F. Martin, R. F. McKay, J. H. Johanson, K. G. Loughran, W. F. Nesche, Hotel: The Shelburne.

THOMPSON, JAMES, & CO., INC. Booth 1332. Display of Christmas stockings made of netting, polyethylene, cellophane, vinyl; flannel; also novelty polyethylene packages. Personnel: F, E. Gruber, J. B. Quinci. Hotel: Claridge.

TOLEDO SCALE CO. Booth 1123. Exhibit of new Toledo Printweigh portable scale; new Speedweigh models for accurate checking and filling applications; demonstration of new Toledo Valueprint with Serv-A-Label which automatically prints the weight, price, value and commodity on full-color merchandising labels. Personnel: D. J. Boudinot, F. W. Gilchrist, M. W. Mangel, L. R. Hummel, R. N. Rockwell, J. H. Maiers. Hotel: Claridge.

TOMPKINS' LABEL SERVICE. Booth 673. Display of packages containing Tompkins' labels; labels used in high-speed equipment, heat sealing and other types; labels on self-service transparent film packages; newest developments in pressure-sensitive labels. Personnel: R. Norris, C. Orth, W. Harris, W. H. Baile, Jr., M. L. MacCracken, F. Thomas, A. Gewert, R. Rousseau, R. Heyden, J. Hines, J. K. Tompkins. Hotel: Traymore.

TRANSPARENT WRAP MACHINE CORP. Booth 240. Operation of Model C machine with net weight scale feed packaging 10 oz. of wrapped hard candies with printed OX500 packaging material; also exhibit of 6-ft. section of supermarket shelving showing variety of products sold in Transwrap type packaging. Personnel: W. Zowyer, H. Knoechel, H. Kenter. Hotel: Ritz-Carlton.

TRESCOCT CC., INC. Booth 130. Autobaggers for bagging apples, oranges, potatoes, onions; automatic bag lifter for picking up and opening polyethylene bags; right-angle take away belt for conveying filled bags to central closing station; Kwik Lok closing machine for applying Kwik Lok tab to top of plastic bags. Personnel: R. Kiefer, R. Kipers.

TRI-STATE PLASTIC MOLDING CO. Booth 1107. Display of rigid plastic, transparent re-use containers. Personnel: R. Julius, H. Sack, A. Baumeier. Hotel: Ritz-Carlton.

TWOMBLY, C. E., INC. Booth 239. Display of sanitary paper products for bakeries, confectioners, hotels, hospitals, restaurants, caterers, etc. Personnel: G. Twombly, W. E. Smith, W. Sachs, L. Donelies, W. Cramer, III. Hotel: Shelburne.

UNION BAG & PAPER CORP. Booth 345. Colorful three-ring circus theme features revolving turntables with samples of Union's multiwall, flexible packaging and corrugated container divisions; also samples of protective papers and honeycomb core material. Personnel: C. A. Agar, S. K. Bradley, R. C. Chandler, J. P. Duffy, J. D. Johnston, F. H. Meendsen, H. M. Recher, E. M. Rickel, C. L. Woolsey. Hotel: Claridge.

UNION PASTE CO. Booth 1157. Joint exhibit with F. G. Findley Co. and featuring industrial adhesives available from the two companies for packagers and converters. Personnel: A. B. Crowell, Jr., M. M. Bump, R. K. Crowell, R. E. Graham, C. R. Davis, R. C. Brink, R. F. Rader, R. C. Valcovic, J. T. Coyne, H. H. Cutts. Hotel: Shelburne.

UNION STEEL PRODUCTS CO. Booth 534. Display of Lite Package Conveyor with powered curve section; Pallitainers heavy-duty wire mesh containers for 1000 to 6000 lb. loads. Personnel: W. C. Neumann, H. W. Hildebrand, H. Gardner. Hotel: Haddon Hall.

UNITED CAN CO., INC. Booth 1246. Display of various paper cans, coin collectors, paper tubes and new container design. Personnel: M. C. Ricciardi, T. M. Cowell, J. Fatta, W. Browning, C. Rush, R. McElroy, R. Calvin.

U. S. AUTOMATIC BOX MACHINERY CO., INC. Booth 329. Operation of CM-2 High Speed Brightwood Box forming machine shown gluing and forming boxes at 120 per minute. Personnel: O. W. Wikstrom, O. W. Wikstrom, C. Fasch, A. Melzer, O. Cote, G. Nilsen, O. Weidmann, C. Fago. Hotel: Dennis.

U. S. BOTTLERS MACHINERY CO. Booth 262. Sanitair Rotary Air Cleaner which can operate at speeds up to 180 containers per minute; auxiliary cleaning and filling equipment; also new semi-automatic filler especially recommended for filling plastic containers. Personnel: I. H. Risser, C. R. Otters, R. C. Hill, (This listing continued on page 395)

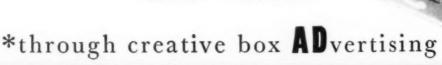


Appealing Design\*

the first step toward more attractive boxes
... an art staff's translation of your sales
message into the universal language of
illustration — the best way, after all, to
turn consumer attention into buying action.
Ask about our Corrugated Box Design Service,
and specify Matthews Rubber Printing Plates.

Matthews Box Designs are:

Original Economical Promotional and Printable!

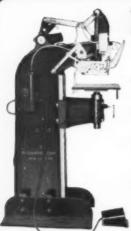


JAS. H. MATTHEWS & CO.

3932 FORBES ST., PITTSBURGH 13, PA.

BOSTON . PHILADELPHIA . CHICAGO . CLIFTON, N

# Decorate Your Package



THE NEW KENSOL MODEL #100

# KENSOL

ROLL LEAF STAMPING EQUIPMENT

- MARKING OF THE FINEST QUALITY
  IN GOLD, SILVER AND ALL POPULAR
  COLORS.
- ★ EQUIPMENT AVAILABLE TO MARK ANY ITEM FROM FLAT UP TO 24 INCHES HIGH.
- AIR-OPERATION AND ADJUSTABLE
  ELECTRIC DWELL TIMER PRODUCE
  HIGH QUALITY. NO NEED FOR
  SKILLED OPERATOR.
- ★ SEMI AND FULLY AUTOMATIC FEEDS CAN BE DESIGNED TO GIVE PRODUC-TION OF UP TO 3600 ITEMS PER HOUR.

For literature on all Kensol equipment WRITE

OLSENMARK CORPORATION 124 WHITE ST., N. Y. 13, N. Y.,

- RIGID PLASTIC CONTAINERS
  - FANCY BOXES OF ALL MATERIALS
    - . POLYETHYLENE CONTAINERS
      - . TRANSPARENT ACETATE BOXES
        - . PLASTIC BAGS AND WRAPPERS
          - . SATIN JEWELRY BOX INSERTS

Every month the readers of MODERN PACKAGING request thousands of informative booklets, catalogs and other publications which are listed in the Manufacturers' Literature page. This service to our readers makes it simple for you to send for the literature you want.

# Others use it, why don't you?

The Manufacturers' Literature page is printed on heavy colored paper, so it's easy to locate in each issue. All you do is circle the items you want, fill in the free reply card and mail. And before long, you'll receive the literature you have asked for.

Take advantage of this free service without further delay. Turn to the Manufacturers' Literature page now!

A Service of

#### MODERN PACKAGING

A Breskin Publication

575 Madison Avenue

New York 22, N. Y.

## **FIBREBOARD**

(antens



#### PRECISION ENGINEERED for modern, high-speed machine packing

CUSTOM DESIGNED for modern, self-service merchandising

Fast-moving, uninterrupted machine packing requires cartons that are precision-engineered. FIBREBOARD is geared to meet these exacting specifications, whatever type of carton your need. FIBREBOARD designing is also keyed to the demands of today's merchandising, creating package designs that invite consumers to purchase.



16 plants on the Pacific Coast

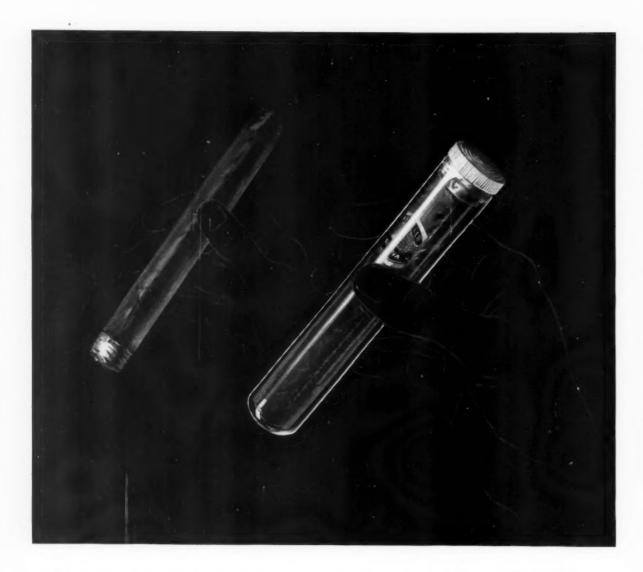
#### FIBREBOARD PRODUCTS INC.

Head Office: San Francisco 11, California

FIBREBOARD PRODUCTS (Eastern Division) INC., Philadelphia and Baltimore

SALES OFFICES:

(West) Boise \* Dallas \* Denver
Fresno \* Los Angeles \* Oakland \* Phoenix
Portland \* Sacramento \* Salem \* Salinas
Salt Lake City \* San Diego \* San Francisco
San Jose \* Seattle \* Stockton \* Yakima
(East) Baltimore \* Easton \* Lancaster
New York \* Philadelphia \* Reading



#### GOOD CIGARS NOW LIVE IN GLASS HOUSES

#### Good cigars should always be good smokes



But sometimes they lie around in cigar store cases—in desk drawers or around the house after the box is opened.

Then they dry out, get brittle, wrappers unwrap — and a good smoke becomes an abomination to smoker and friends.

Only an expensive humidor with

moistening gadgets could prevent the loss of smoking quality in good cigars until Kimble came along with individual air and moisture-proof glass vials that keep each cigar in factory-fresh condition until lit.

Now millions of good cigars are given this individual quality protection at no extra cost to the smoker. When next you buy cigars, try a leading brand (you can always see its distinctive band clearly) in its airtight glass house. Enjoy top smoking pleasure every time you want a smoke.

Kimble individual glass humidors for fine cigars are another of the many Owens-Illinois contributions to comfort, cleanliness and quality through engineered glass products.

KIMBLE CIGAR TUBES
AN (1) PRODUCT

# OWENS-ILLINOIS

GENERAL OFFICES . TOLEDO 1, OHIO

(This listing continued from page 388) A. G. Hornney, G. H. Munks. Hotel: Shelburne,

U. S. ENGINEERING CO. Booths 113, 115. Demonstration of Count-O-Matic "A" for packing pharmaceutical tablets, pills and capsules; also Count-O-Matic "E" for hardware items such as nuts, bolts and screws. Personnel: B. R. Garrett, J. Hill, M. Kurzman.

U. S. PRINTING & LITHOGRAPH CO. Booth 641. Exhibit of color printed and lithographed packaging and advertising display material including folding cartons, labels, wrappers, display containers, point-of-purchase advertising displays and posters, outdoor posters, advertising folders, booklets and calendars. Personnel: G. J. Baker, H. Fertig, R. P. Kane, J. J. Klinker, Jr., J. Lambie, H. Minnich, G. Murphy, A. S. Nusbaum, K. Oelke, G. Rufenacht, W. H. Walters, R. J. Walters, W. J. Volz. Hotel: Shelburne.

VAC-TIE FASTENERS, INC. Booth 154. Display of automatic and manually fed models of machines for applying closures to plastic film and fasteners for same. Personnel: J. J. Frank, W. McKeon, G. Charniga, F. Charniga.

VERTROD CORP. Booth 840. Exhibit of manually and magnetically operated Thermal Impulse heat sealing machines with demonstrations of heat sealing of plain, gussetted and wrinkled thermoplastic films; demonstrations of heat sealing through liquids and powders; demonstrations of heat sealing irregular shapes. Personnel: A. Fener, S. Fener, N. Langer. Hotel: Ambassador.

VULCAN ELECTRIC CO. Booth 1308. Standard and special electric heating elements for use in packaging machinery and equipment. Personnel: J. A. Marsh, J. K. Szabo, Jr., D. R. Weber, L. A. Brett. Hotel: Shelburne.

WALTON LABORATORIES, INC. Booth 913. Complete line of humidifiers and humidity controls for controlling moisture content in the folding carton industry, bag plants, bag storage, etc.; operation of diversified line of equipment designed to handle any type of application. Personnel: W. Feldermann, J. Feldermann, J. R. Lewis, H. Puttbach, H. A. Byrne, R. C. Link, Hotel: Shelburne.

WARNER ELECTRIC BRAKE & CLUTCH CO. Booth 1227. Complete line of electric clutches and brakes for all types of packaging equipment and machinery with torque ratings from δ in. lbs. to 700 ft. lbs. Personnel: N. K. Anderson, P. E. Myers, R. H. Brown, W. Timmeke, A. Stewart, R. F. Edgar. Hotel: Shelburne.

WEBER ADDRESSING MACHINE CO. Booth 854. Demonstration of new "direct-



Your customers see the difference — feel the difference and buy the difference when your product is properly packaged in Shawano Quality TISSUES. They provide something entirely new in luxurious appearance and cushion protection — yet cost no more than inferior tissues. In fact, many users herald Shawano's No. 2 grade as comparable in quality to many competitive No. 1 grades because of its brightness, softness, even-fibre formation and high tensile strength. Shawano "velvet-soft"

TISSUES help you sell and create more repeat sales at low unit cost, because they up-grade your product, set it apart, and identify it. Available in a full range of standard colors, sizes, finishes and protective qualities to meet all specific requirements — in rolls, jumbo rolls or box packaged sheets. Investigate their full use possibilities now — Shawano Quality TISSUES are also furnished print decorated for product identity and advertising.





# Skeptical strong man makes Patapar underwater test

An easier way to test the high wetstrength of Patapar Vegetable Parchment is to place only the Patapar underwater. Soak it for hours and hours—even boil it. Patapar will keep its amazing wet-strength.

#### Resists grease, too

If grease is a problem, Patapar has the answer for that, too, It resists penetration of fats, grease and oils — a quality that makes it ideal as a food wrapper and for many other uses, In addition Patapar is NON-TOXIC.

#### How business is using Patapar

Patapar is produced in different types or variations that meet all sorts of exacting requirements. Some of its diversified uses: wrappers for butter, poultry, margarine, ham, bacon, cheese and other moist foods; milk can gaskets: rubber releasing separators; white print translucent masters for direct print machines: dialyzing membranes: in hospitals for wrapping articles to be sterilized in live steam. It is furnished in rolls or sheets, plain or beautifully printed with colorful designs.

In your business perhaps there is a job that could be done better with Patapar. Tell us about it, and we will send information and testing samples of the type of Patapar we recommend. Write today.

Patapare Vegetable Parchment PATERSON PARCHMENT
PAPER COMPANY
Bristol. Pennsylvania
West Const Plant:
Son Francisco

West Const Plant: 246 Bryant Street, San Francisco 7 Sales Offices: New York, Chicago

HEADQUARTERS FOR VEGETABLE PARCHMENT SINCE 1885

to-container" marking system for multiple addressing and marking of shipping containers; also new hand machines for addressing and marking labels, tags and containers. *Personnel:* J. A. Weber, C. E. Ritter

WEBER, H. G., & CO., INC. Booth 821. Photographic exhibit of recent developments by Weber in the paper bag machinery field. Personnel: H. H. Weber, F. K. Falz, P. W. Jacobsen, F. L. Lubeley, R. Beninger. Hotel: Dennis.

WEIGH RIGHT AUTOMATIC SCALE CO. Booth 829. Model A 1 Pak King automatic filler for chemicals, soaps and spices; Model BT with 1B vibratory feeder for net weighing confectionery; Model C Pak King semi-automatic for filling antibiotics; also complete stainless contact parts. Personnel: N. B. Almberg, L. Palmer, D. Koppen, C. Torkeslon, C. A. Almberg, Hotel: Shelburne.

WOOD CONVERSION CO. Booth 259. Display illustrating workability and versatility of Tufflex and Tufflex fabrics; also photos and samples of protective packaging case histories. Personnel: W. W. Mc-Carthy, R. E. Backstrom, E. O. Lieberg, C. E. Maher, K. C. Lindley, H. Williams, H. W. Vollendorf, J. H. Allison. Hotel: Traymore.

WOODMAN CO., INC. Booth 645. Exhibit of fully-automatic machine for handling semi-free flowing products such as potato chips, candy, macaroni, cookies, etc. Personnel: D. W. Woodman, W. H. Lane, J. L. Kelley. Hotel: Traymore.

WRAP-ADE MACHINE CO., INC. Booth 261. Demonstration of Unit Packaging machine for tablets. Personnel: A. M. Powell, Jr., C. F. Van Sweringen. Hotel: Dennis.

WRAP-KING CORP. Booth 860. Wrap-King Model M meat wrapping machine to automatically overwrap, label and code date packages of sliced cold cuts and luncheon meats; also Wrap-King Model DW-4 to automatically overwrap 10¢ baker's pies and tarts. Personnel: V. H. Ouellette, R. T. Nathan, T. Dombroski, C. R. Nathan. Hotel: Dennis.

YALE & TOWNE MANUFACTURING CO. Booth 1126. Display of materials handling equipment including a new type truck designed especially for platform loading operation. Personnel: J. H. W. Conklin, J. J. Murray, G. A. Vining, J. I. Somers, N. C. Baker, C. P. Adams, Hotel: Chalfonte-Haddon Hall.

YORK TAPE PRINTERS, INC. Booth 1235. Printed pressure-sensitive tapes of all descriptions including consecutively numbered tapes. Personnel: R. B. Smith, E. L. Rulnick. Hotel: Shelburne. Hazel-Atlas Glass Company Wheeling, West Virginic

# WIN

NEW SALES
AND
RESALES

# PLACE

YOUR H-A-PACKED PRODUCTS ON DEALERS' SHELVES

# SHOW

THEM...YOU'LL SELL THEM

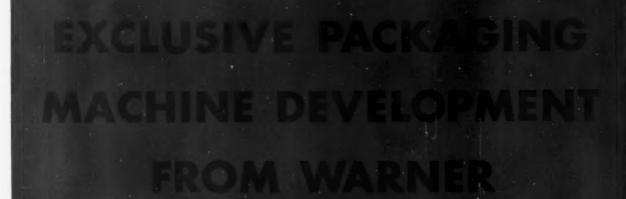


Come in and see us at the ATLANTIC CITY PACKAGING SHOW

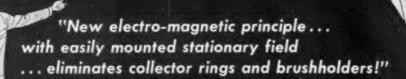
(April 5th through April 8th)

...we'd like to tell you about HAZEL-ATLAS SERVICE IN GLASS

And remember, too, there's a packaging show near you in every H-A sales office and plant



"New... Warner Electric Brakes and Clutches bring faster operation, automatic control of low-torque packaging drives!"



"Torque is transmitted when rotor (replaceable face in brakes) and armature are magnetically locked...there's no lost motion!"

# Warner Electric Brakes and Clutches open new vistas in continuous-flow packaging!

. Now, you can eliminate costly machine parts and controls...simplify and speed assembly...get faster, more accurate automatic cycling, indexing, positioning, starting, and stopping for compact, low-torque packaging drives with these smaller, lighter Warner Electric Brakes and Clutches. For feeding, filling, labeling, counting, sealing, wrapping, and numerous other operations . . . where only a few inches are available for mounting . . . these compact electrical units are quickly, easily installed and connected to lowvoltage machine circuits, give surprisingly high torque for positive, no-slip braking and clutching. New electro-magnetic principle permits stationary mounting of magnetic field for brakes, clutches, and clutchcouplings . . . simple design eliminates use of collector rings and brushholders. Get the complete story from your Warner field engineer, today!

#### Numerous advantages . . . arouse powerful buyer interest in your machines!

**High torque easily controlled**—Smooth, surprisingly high torque...positive engagement...voltage éasily adjusted to give torque build-up best suited for your job.

Compact, lightweight—Ideal for small, automatic hoppers, insert devices, fillers, wrappers, etc....applications before limited because of space restrictions and high torque needs.

**Precise, accurate positioning**—Split-second operation ... engage and release in any position ... no notches, teeth, or lugs to engage.

Easy remote or automatic control—Electro-magnetic principle facilitates automatic operation and remote control through limit switches, relays, electric eyes, and other electric controls.

**Never need adjustment** — Wear take-up is automatic . . , replaceable face and rotor extend brake or clutch life indefinitely.

Simple design—Only three main parts: field, armature, and replaceable face or rotor. Nothing to go wrong ... easily wired into standard machine circuits using light-duty equipment.

SEE THESE NEW WARNER UNITS DEMONSTRATED AT THE PACKAGING SHOW—BOOTH NO. 1227

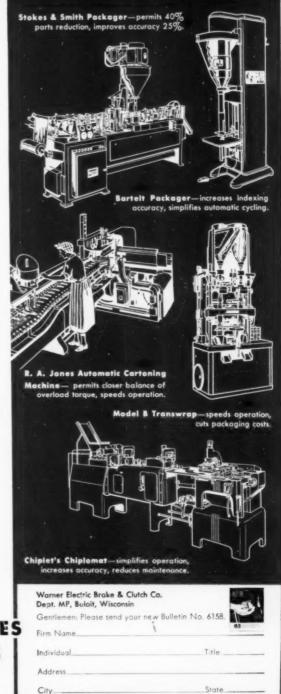
Send for new catalog describing Replaceable Face Electric Brakes and Stationary Field Electric Clutches



Beat competition with

# ELECTRIC BRAKES AND CLUTCHES

WARNER ELECTRIC BRAKE & CLUTCH CO.
Beloit, Wisconsin



## CLASSIFIED ADVERTISEMENTS

Modern Packaging reserves the right to accept, reject or censor classified copy.

EMPLOYMENT . BUSINESS OPPORTUNITIES . EQUIPMENT (used or resale only)

#### MACHINERY FOR SALE

FOR SALE: 2—Brightwood Box Machines, with collapsers; Std. Knapp Self-Adjusting Gluer Scaler & Comp. Unit; Pneumatic Scale Packaging Line, late type; Capem SIF Capper; 7—Vacuum & Gravity Fillers, S.S. fitted; Stokes & Collon Auto. Tube Fillers & Closures, Only a partial list. Send us your inquiries. Consolidated Products Co., Inc., 16-20 Park Row, N. Y. 38. BArclay 7-0600.

FOR SALE: Immediate delivery, subject to prior sale, in operating condition, one Stylomatic Straight-Line Bottle Unscrambler, serial No. 727. complete with reducer and motor. If interested, write Box 717, Modern Packaging.

FOR SALE: Simplex Model 4-7 Polyethylene Bag Machine in excellent condition—Electric Eye, Hole Punch, etc. Peninsular Package Prod-ucts, Inc., 3745 N. W. 50th Street, Miami, Fla.

#### AVAILABLE AT GREAT SAVINGS

AVAILABLE AT GREAT SAVINGS
Elgin 24-head rotary vacuum filter, Resina
LC and S automatic calppers. Oliver Model
799E automatic cellophane wrappor. Stokes
and Smith Model A and B transwraps. Stokes
and Smith Model A and B transwraps. Stokes
and Smith G1 and HG3B auger powder filters. Friengle Elec-Fri-Pak G2C, A6CA filters.
Filter 4-Head and Hope 6-Head S. S. Filters.
Knapp 429 and Geo earton closers. F. M. C.
Kyler A and Burt wraparound labelers.
Ceco, Redington and R. A. Jones cartoning
units. Package Machinery Ca. DF, FA2, FA
wrappers. Haysen 3-7, 7-11, 11-18 automatic cellophane wrappers. Hudson Sharp
Campbell Auto. cellophane wrappers. This is
only a partial list. Tell us your requirements.
Union Standard Equipment Company

Union Standard Equipment Company 318-322 Lafayette Street New York 12, N. Y.

FOR SALE: Clybourn Model B Automatic Carton Filling and Scaling Machine. Fills and scals 40 cartons per minute; one attendant. Minimum height 5", width 2½", thickness 1"; maximum height 8", width 5½", thickness 2½". A chance to modernize your packaging at a substantial savings. Box 726, Modern Packaging.

FOR SALE: 2 Standard Brightwood Machines; 2 Stokes & Smith Wrappers with automatic gluers and conveyors; 1 Pony Miehle with ex-tension delivery. Must dispose of these im-mediately. Excellent prices for quick sale. Box 727, Modern Packaging.

FOR SALE: One Model G-9 Stokes & Smith Heavy Duty, Auger Type Paste and Powder Filler. Purchased 1919, only used intermittently, in good condition. Can be bought right. Scal Rite Caulking Company, 269 Green Street, Brooklyn, New York.

#### FOR SALE

Brand New Wolverine Printing Press for Polyethylene Multi-color explosion proof Prolyethylene Multi-color explosion prelectrical system & motor. Available immediate delivery.

Box 731, Modern Packaging

#### EQUIPMENT WANTED

WANTED: Preumatic Scale Packaging Line, Capper, Labeller, Cellophane Wrapper, P. O. Box 1351, Church St. Station, New York 8, N. Y.

WANTED: Used slow speed bodymaker with side-seamer, (100 to 150 CPM), dia. range up to 404, height range up to 508. Manufacturer's change parts must be available. Quote make, condition, age and price. Box 718, Modern Purkarier. Packaging.

WANTED: Simplex automatic bag machine for Barrier material, Model 7-24 or equal. Box 723, Modern Packaging.

#### WANTED-PACKAGING EQUIPMENT

WANTED—PACKAGING EQUIPMENT Pneumatic Scale Co. automatic Carton Feeders. Bottom Scalers, or complete Car-toning Lines, medium or high speed me-chines. Transwraps, Model B, or Stokes-wraps. Package Machinery Model FA Cel-lophane Wrappers. Standard-Knapp Model 429 Case Scalers, or similar equipment. Spe-cialists in packaging machinery. Send us your equipment requirements. Write or wire collect. cialists in paceyour equipment requirements.
collect.
Allied Equipment Company
940 Nepperhan Avenue, Yonkers, New York
Phone: Yonkers 5-0442.

#### HELP WANTED

ASSISTANT PLANT MANAGER: National converter flexible packaging field—for one of eastern plants. Outstanding opportunity for experienced man. Broad knowledge of printing and hag making equipment and processes. Submit complete resume of experience and background. Box 72B, Modern Packaging.

DISTRIBUTORS WANTED: For industrial pack-DISTRIBUTORS WANTED: For industrial pack-aging and preservation equipment. Nationally advertised, special packaging devices that save time and money in large and small shipping de-partments. A few valuable territories are open to responsible firms selling to industrial ship-pers. Write for details to: Cargo Packers, Spe-cial Products Company, 73 Rutledge Street, Brooklyn 11, N. Y.

SALESMAN WANTED: San Francisco Label manufacturer serving the Packaging Industry. Specialists in roll label printing for use on plastic films. All replies held confidential. Write qualifications, availability and salary requirements. Box 719, Modern Packaging.

SALES REPRESENTATION
Our new product. Blister-Pak (see our advertisement in this issue), is attracting national interest. Our sales coverage at present is limited. We can use additional representation. If you are now selling packaging specialties to mass packaging customers, we are interested in discussing an arrangement with you.

Merit Displays
Our new address
McLean Blvd. at East 26 St., Paterson 4, N.J.

HELP WANTED: Folding Paper Cartons—Plant Superintendent—Full knowledge of printing, cutting and all phases of production. Assistant Plant Supervisor—experienced in all depts. Modern plant located in Michigan. Box 720, Modern Packaging.

MERCHANDISING MANAGER WANTED: We are seeking a merchandising manager whose talents lie in "point of sale" merchandising. It would help to have a knowledge of development of both product and package. Must have ability to create sales stimulus to attract impulse buying. Can you prove factually your success story during the past five or ten years? Can you prove that you contributed substantially to sales increases and profits? We want a merchandising manager with a high batting average in successful merchandising. Starting salary in the bracket for top men. Excellent opportunity for early Increased earnings including profit sharing. You must have ambition and drive, We will supply plenty of backing with the right tools and opportunity for you to demonstrate your talents. It is most important you supply full information covering your success story. We are the fourth largest cookie and cracker manufacturer in America with over twenty-five years success. Chicago headquarters. Distribution in middle western states only. Application will be treated strictly confidential. Schulze and Burch Biscuit Co., 1133 West 35th Street, Chicago 9, Illinois. Attention: E. F. Chambless. President.

HELP WANTED: Folding Paper Cartons—2— 2 Color Michle Pressman. 2—Cylinder Cutter Pressman. 2—Straight Line Gluing Machine Operators. 1—Diagonal Gluer Operator. 1—Cellophane Machine Operator. 2—Estimators & Layout mens—experienced. Modern plant located in Michigan. Box 721 Modern Packaging.

ADHESIVE SALESMAN: Under 45 years of age. Experienced in sales and service of all types glues. Midwest territory. Excellent opportunity. State age, experience, education, and salary expected. Our salesmen know of this ad. All replies confidential. Write Box 68—Council Bluffs, Iowa.

REPRESENTATIVES-AGENTS: SALES REPRESENTATIVES—AGENTS: Ohio polyethylene and cellophane converter has excellent line of printed and plain bags. Engineering and design department available to assure superior products. Guarantee highest quality, good delivery, and competitive prices. Territories open to experienced men with proven ability and good references. May carry non-competitive lines. Write details, including territory desired. Box 722, Modern Packaging.

#### FOOD PACKAGING ENGINEER

Enjoy a satisfying future in southern New England with one of the nation's most rapidly growing industries. Career position for experienced Parkaging Engineer in modern research and development laboratory. Engineer selected will be Project Leader in our Research and Development Division responsible for adaptation of packaging films to food packaging. Retirement and insurance plans. Assistance in relocating. Salary open.

Box 732, Modern Packaging

(Continued on page 402)



IVITHENE is polyethylene extruded in film, lay-flat tubing and heavy sheeting. It offers all the remarkable advantages of top quality polyethylene and has achieved wide acceptance as material for drum liners, multiwall bag liners, textile wraps, produce packaging and fabricated containers.

And it offers an important additional advantage—Irvington's extensive production facilities permit unusually prompt delivery to users—both large and small.

For information on characteristics, suggested applications and technical properties, just mail the coupon below for your copy of our IVITHENE booklet on packaging materials.

SEND THIS CONVENIENT COUPON NOW

#### IRVINGTON YARNISH &

DIV. OF MINNESOTA MINING & MFG.

Pleats: Irvington, N. J.; Monrovia, Calif.; Hamilton, Ontario, Canada

| Irv | ington | Varnish  | & Insulator | Division  | of | Minnesota | Mining & | Mfg. | Co. |
|-----|--------|----------|-------------|-----------|----|-----------|----------|------|-----|
| 28  | Argyle | Terrace, | Irvington   | 11, N. J. |    |           |          | MP-3 |     |

Please send me your 8-page booklet on IVITHENE packaging materials.

Nome.
Company.

City\_\_\_\_\_Zone\_\_\_\_State\_\_\_\_

#### (Continued from page 400)

PRINTING SUPERINTENDENT: Quality PRINTING SUPERINTENDENT: Quality conscious production man with experience in process printing on four and five color, roll to roll rotarys with thorough knowledge of presses, pre-make ready plates, inks, and paper stocks. Midwest. Salary 87,200 to 89,000. Box 725, Modern Packaging.

MECHANIC WANTED: familiar with Flexo-graphic printing & bag making. All kinds of films. Excellent opportunity with established mfr. for man ingenious in adapting machines for various operations. Box 886 Realservice, 110 West 34th St., N. Y. C.

#### PACKAGING ENGINEER

PAURAGING ENGINEER

Top Level Packaging Engineer needed for modern research and development laboratory in southern New England by one of the nation's most rapidly growing industries. Must have a thorough background in Mechanical and Chemical Engineering, and experience in printing, adhesives, and heat scaling equipment on flexible packaging materials. Salary open. Retirement and insurance plans. Assistance in relocating.

Box 733, Modern Packaging

#### SITUATIONS WANTED

COATING, LAMINATING, EXTRUSION Gravure COATING, LAMINATING, EXTRUSION Gravure printing, impregnation, foil rolling, accummetal evaporation. Rubber, plastirs, thermosets and latex. Aluminum, papers, films, textifes. Classified defense and commercial. Extreme temperature conditions. At present chemical director, As-1 multi-plant company which operates in all these fields. Wish to change; available for two days per week on permanent basis. Development, Production or Marketing, Individual problem or general supervision or special conditions. Box 716, Modern Packaging. PACKAGING ENGINEER: Comprehensive background in industrial (Wilitary) preservation, cushioning, packaging and packing precedures. Intimate familiarity with materials and Government specifications. Experienced in original development and package design, testing, evaluation studies and consulting. Engineering degree. Presently located but scanning for possible wider horizons and more interesting artivity. Will consider opportunities in direct industral employment, consulting, surveys and reporting or instructing. Box 724. Modern Packaging.

#### MISCELLANEOUS

PLASTIC SCRAP AND REJECTS IN ANY FORM: Cellulose Acetate, Butyrate, Polystyrene, Vinyl, Polyethylene, etc. We pay top prices for clear, colored and printed scrap in any quantity. Box 714, Modern Packaging.

DESIRE TO PURCHASE: Celanese film P904 formulation. 8B to 200 gauge. Full or partial rolls, surplus stock. Also Plexiglas sheets. Commercial Plastics & Supply Corp., 630 Broadway, N. Y. C. GR 7-5000.

BUSINESS WANTED: Interested in purchasing outright your cellophane and polyethelene con-verting business. Metropolitan New York area. Principals only. Replies held in strictest con-fidence. Box 729, Modern Packaging.

#### SCOTCH FILAMENT TAPE

For heavy duty packaging. A product of Minnesota Mining & Mfg. Co. No. 880 Rayon Filament Reinforced. No. 885 Rayon Filament Reinforced (Stain resistant). No. 890 Glass Filament Reinforced. No. 898 Glass Filament reinforced. Roll Size—60 yards standard width ½"—¾" and 1". For reinforcing fibre containers, bundling tools, pipe rods, tubing, etc. For sale by:

American Publishers Supply, Inc. P.O. Box 421, Lynnfield, Massachusetts

SHREDDED CELLULOSE WASTE PAPER: With wax paper backing. Approximately 100 lb. Bales wrapped in kraft paper. Samples on request. Box 730, Modern Parkaging.

PLASTIC SCRAP: Cellulose Acetate and rigid vinyl sheet scrap in any quantity. Also Polysty-rene, Acetate, Butyrate molded rejects, scraps and excess molding powder inventories. Box 715, Modern Packaging.

0

WOULD YOU LIKE A PERMANENT CLOSE MILL CONNECTION with a cylinder machine mill in the Middlewest on specialty products, in-cluding various types of the highest grade bu-buards, but coated and uncoated. If so, write at once for particulars, Box 735, Modern Pack-seine.

All classified advertisements payable in advance of publication Closing date: 10th of preceding month; e.g., March 10 for April issue

Up to 120 words .....\$20.00 Up to 180 words .....\$30.00 Up to 60 words ..... \$10.00

Up to 120 words (boxed) \$40.00 Up to 180 words (boxed) \$60.00 Up to 60 words (boxed) \$20.00

For further information address Classified Advertising Department,

Modern Packaging, 575 Madison Avenue, N. Y. 22, N. Y.



#### SELL FASTER ... BRIGHTEN BOX COVERS, LABELS, GIFT WRAPS

# Fluorescent Paper

Choice of 8 extra-bright colors: blue, cerise, chartreuse, red, orange-yellow, orange-red, green and orange. All colors stable in storage, remain effective for months of interior exposure. Your design easily printed by letterpress, offset, silk screen or gravure. Order NOW from your printer, paper dealer or write us for printed samples and color card.

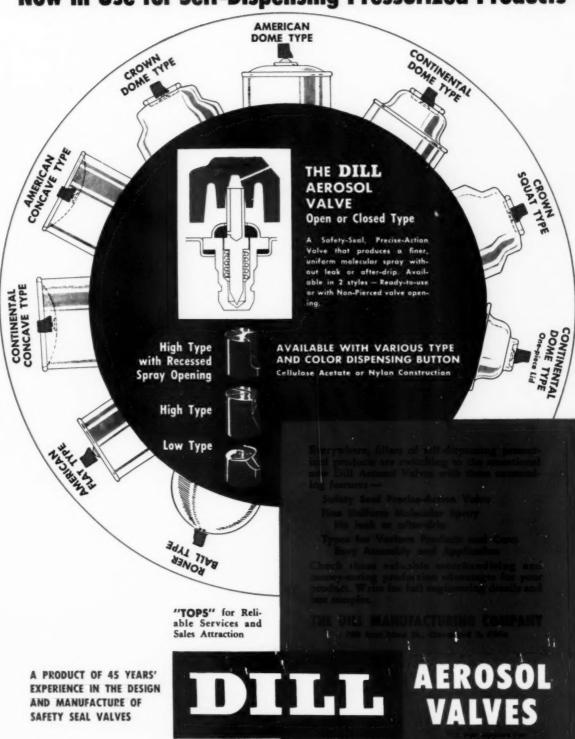
\* Trademark Reg.

## RADIANT COLOR CO.

Dept. 3P - 830 Isabella St., Oakland 7, California Manufacturers of VELVA-GLO Fluorescent Papers · Cardboards · Signcloth · Brushing and Spraying Colors · Silk Screen Colors

# FITS ALL TYPE CAN LIDS

**Now in Use for Self-Dispensing Pressurized Products** 



# INDEX OF ADVERTISERS

**MARCH 1954** 

| A-B-C Packaging Machine Corp. 27 Ace Carton Corporation  | The  | Ferguson Machine & Tool Co   |
|--|--|--|
| American Coating Mills Division, Robert Gair Co., Inc  | Chicago Carton Company 100<br>Chisholm-Ryder Company of Pa. 297<br>Claremont Waste Mfg. Com-   | Frazier & Son  |
| American Type Founders 6<br>American Viscose Corporation,<br>Sylvania Division   | Clark-Aiken Company, The 316<br>Clark, J. L., Mfg. Company 369<br>Classified   | Gair, Robert, Co., Inc   |
| Anderson Bros. Mfg. Co.       38         Andrews, P. L., Corp.       28         Apex Machine Company       26         Arenco Machine Co., Inc.       34         Armour and Company       218, 21 | Cochran Foil Company, Inc 389 Colton, Arthur, Company 331 Conapae Machine Company, Roto  | Gering Products, Inc   |
| Armstrong Cork Company, Glass and Closure Div.         22           Artcote Papers Inc.         33           Arvey Corporation         27  | Consolidated Packaging Machin-<br>ery Corp   | Globe Heat-Seal, Inc   |
| Atlantic Gummed Paper Corp 4<br>Avery Adhesive Label Corp 33   |  | Pliofilm Dept. 19 Gotham Ink & Color Co. 246 Gottscho, Adolph, Inc. 310 Gummed Industries Association, Inc., The 363                                   |
| Bakelite Company, A Division of<br>Union Carbide and Carbon<br>Corporation 67, 25<br>Baldwin-Lima-Hamilton Corp. 326, 32   | Conveyor Specialty Company, Inc. 350<br>Cottrell, C. B., & Sons Company 111<br>Crescent Ink & Color Co 347<br>Crompton-Richmond Co., Inc 353 | H & R Industries 364   |
| Bartelt Engineering Co   | 5 Crown Cork & Seal Co., Inc. 60, 234<br>Crown Can Division 324<br>8 Crystal Tissue Co., The 246<br>0 Crystal Tube Corporation 254           | Hake Plastic Box Corp. 94 Halley Rotopress Corporation 119 Harcord Manufacturing Co., Inc. 375 Harmon Company, The 260 Harvey, Guy P., & Son Corp. 385 |
| Bensing Bros. and Deeney Sales   | Davis, Joseph, Plastics Co 248   | Hayssen Manufacturing Company 335<br>Hazel-Atlas Glass Company 397<br>Heinrich H. H., Company 354<br>Herbert Products, Inc. 250                        |
| Berles Carton Co., Inc   | 7 Dennison Mfg. Company 13 5 Dependable Compressor & Machine Co  | Hesser, Fr., Machine Builders A.G. 59 Hinde & Dauch  |
| Bivans, E. L., Inc   | Dilts Machine Works Div., The Black-Clawson Company 12 Dobeckmun Company, The 5  | Holyoke Card and Paper Co. 107, 108<br>Horix Manufacturing Company 370<br>Howell, F. M., & Co  |
| Borden Co., The  | 6 Dow Chemical Company, The 371<br>du Pont de Nemours, E. I., & Co.,<br>(Inc.), Cel-O-Seal Section 217<br>Film Dept 92, 93                   | Imco Container Corporation 81<br>Industrial Marking Equipment  |
| Burt, F. N., Company, Inc 19<br>Butterfield-Barry Co., Inc., The . 3   | 7 Dusenbery, John, Company, Inc. 299   | Co., Inc   |
| Cady, E. J., & Co  | Economic Machinery Co., Div. of  | Interchemical Corporation, Printing Ink Division   |
| Co   | Equality Novelty Corp  | Company  |
| Cellu-Craft Products Corp 3 Celluplastic Corporation 1 Central Waxed Paper Company   |  | Irwin Corporation  |
|  |  | , man page 100)  |

## Here's the solution:

A Wright specially designed Hy-Tra-Lec automatic weigher-filler system.

## To this problem:

How to weigh and fill frozen french fried potatoes into cartons with more accuracy and less cost.

## If you have a question:

Concerning your packaging line which might be solved with the proper automatic machinery.

## Come to WRIGHT . . .

Where experienced, efficient design, engineering, and manufacturing personnel and facilities welcome your inquiry.



# WRIGHT MACHINERY COMPANY

EST. 1893 - 500 CALVIN ST., DURHAM, N. C. SUBSIDIARY OF THE SPERRY CORPORATION



WRIGHT MACHINERY COMPANY: CALVIN STREET, DURHAM, N. C.; 921 BERGEN AVENUE, JERSEY CITY, N. J.; MICHIGAN SQUARE BUILDING, 543 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS. EDWIN F. Deline Company. 224 W. Alameda Avenue, Denver 9, Colorado. R. P. Anderson Company: 1122 Texas Bank Building, Dallas 2, Texas; 5643 Overbrook Lane, Houston 19, Texas; 925 N. Solomon Pl., New Orleans 19, La.





357-361 Cortlandt St., Belleville 9, N. J.

| (Continued from page 404)   |
|---|
| Jiffy Manufacturing Co  |
| Kaiser Aluminum & Chemical Sales, Inc   |
| Leiman Bros., Inc.       254         Lembo Machine Works, Inc.       374         Loesch Maschinenfabrik G.M.B.H.       58         Lowe Paper Company       85         Lusteroid Container Co., Inc.       268         Lustour Corporation       105         Lynch Corporation       365   |
| MRM Company, Inc.         386           Machine O'Matic, Inc.         318           Mack Molding Company, Inc.         281           Malanco Inc.         311           Manhasset Machine Co.         244           Manhattan Paste & Glue Co., Inc.         244           Marathon Corporation         321           Markem Machine Company         325           Maryland Glass Corporation         45           Matthews, Jas. H., & Co.         392           McLaurin-Jones Company         357           Mead Board Sales, Inc.         25           Mererury Heat Sealing Equipment         Co.         405           Merit Displays Co.         314           Meyer-Clement, Inc.         284           Michigan Carton Co. Inside Back Cover         242           Milprint Inc.         117           Minnesota Mining & Mfg. Co.         253           Irvington Varnish & Insulator         10v.           Div.         401           Monsanto Chemical Company,         118           Plastics Division         408           Morrill Press, The         344           Morrill Press, The         344           Mosstype Corp.         308 |
| Nashua Corporation 121-124, 269 National Can Corporation  |

| (Continued from page 401)   | Organizacion Liica  |
|---|---|
| Jiffy Manufacturing Co  | Oxford Paper Company 17<br>Oxy-Dry Sprayer Corporation 42   |
| Kaiser Aluminum & Chemical<br>Sales, Inc  | Package Machinery Company         202           Packer Machinery Corp.         344           Paisley Products Inc.         35           Paket Inc.         264           Pak-Rapid Inc.         381 |
| Sales, Inc  | Paper Machinery & Research, Inc. 82 Paterson Parchment Paper Co 396 Permacel Tape Corp  |
| Kidder Press Company, Inc 80<br>Kimberly-Clark Corporation 57<br>Kimble Glass Division, Owens<br>Illinois                                       | Peter Partition Corp. 317 Peters Machinery Company 300 Phoenix Products Co. 369 Plastic Artisans Inc. 6   |
| Kleen-Stik Products, Inc  | Plax Corporation 367 Plicose Manufacturing Corp. 372 Pneumatic Scale Corp., Ltd. 71 Polygon Products Co. 246 Poly Perm Printing, Inc. 360   |
|   | Poly Plastic Products, Inc 97   |
| Leiman Bros., Inc   | Poly-Seal Corporation, The 287<br>Post Machinery Company 349  |
| Loesch Maschinenfabrik G.M.B.H. 58<br>Lowe Paper Company 85   | Potdevin Machine Co 24 Precision Valve Corp 263   |
| Lusteroid Container Co., Inc 268 Lustour Corporation  | Pyroxylin Products, Inc 390   |
|   | R. C. Can Company   |
| MRM Company, Inc.       386         Machine O'Matie, Inc.       318         Mack Molding Company, Inc.       281         Malanco Inc.       311 | Radio Receptor Company, Inc   |
| Manhasset Machine Co 244 Manhattan Paste & Glue Co., Inc. 244 Marathon Corporation 321  | Inc. 378 Rexford Paper Company 348 Reynolds Metals Company 31-34 Richards, J. A., Co. 328   |
| Markem Machine Company 325<br>Maryland Glass Corporation 45   | Richardson Taylor-Globe 43<br>Riegel Paper Corp 8   |
| Matthews, Jas. H., & Co 392<br>McLaurin-Jones Company 357   | Ringwood Chemical Corp 276 Ripley Co., Inc  |
| Mead Board Sales, Inc   | Risdon Manufacturing Company,<br>The  |
| Co  | Ritchie, W. C., and Company 322, 323<br>Rosenthal Manufacturing Co 297  |
| Meyer-Clement, Inc 284<br>Michigan Carton Co. Inside Back Cover   | Roto Bag-Holweg Division, Con-<br>apac Machine Company 14   |
| Middlesex Paper Tube Co   | Rowell, E. N., Co., Inc 115<br>Rubber & Asbestos Corp 366   |
| Monsanto Chemical Company,  | Scandia Manufacturing Co 351  |
| Plastics Division 408<br>Morrill Press, The 344   | Schoettle, Edwin J., Co 50<br>Schrader's, A., Son 251   |
| Morris Paper Mills         247           Mosstype Corp.         308   | Sealright Co., Inc 37   |
| 300 July 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1  | Seal Spout Corp. 320 Sefton Fibre Can Co. 22 Shawano Paper Mills 395 Shaw Insulator Company 391   |
| Nashua Corporation 121-124, 269   | Shaw-Randall Company 28   |
| National Can Corporation 9 National Container Corporation . 245   | Sheffield Tube Corp., The 283<br>Shellmar-Betner Flexible Pack-<br>aging Division, Continental  |
| National Equipment Corporation 288 National Metal Edge Box Co 382 National Starch Products Inc.   | Can Company 319   |
| New Era Manufacturing Co 333  |   |

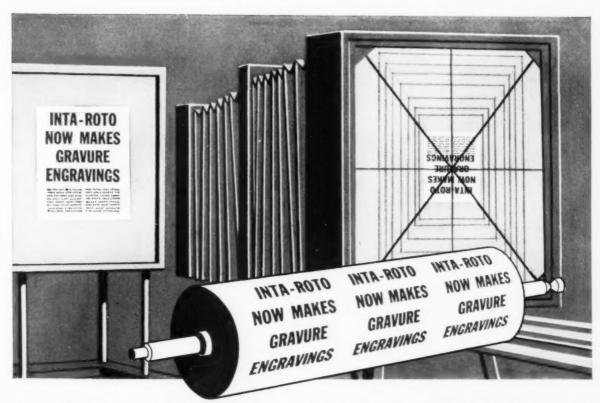
| Pak-Rapid Inc                    | 381               |
|----------------------------------|-------------------|
| Paper Machinery & Research, Inc. | 82                |
| Paterson Parchment Paper Co      | 396               |
| Permacel Tape Corp               | $\frac{95}{317}$  |
|                                  | 300               |
| Phoenix Products Co              | 369               |
| Plastic Artisans Inc.            | 6                 |
| Plax Corporation                 | 367               |
| Plicose Manufacturing Corp       | 372               |
| Pneumatic Scale Corp., Ltd       | 71                |
| Polygon Products Co              | 246               |
| Poly Perm Printing, Inc          | 360               |
| Poly Plastic Products, Inc       | 97                |
| Poly-Seal Corporation, The       | 287               |
| Post Machinery Company           | 349               |
| Potdevin Machine Co              | 24                |
| Precision Valve Corp             | 263               |
| Pyroxylin Products, Inc          | 390               |
|                                  |                   |
| R. C. Can Company                | $\frac{313}{402}$ |
| Radio Recentor Company, Inc.     | 41                |
| Rapid Cutting Co., Inc.          | 258               |
| Rapid Cutting Co., Inc           | 3                 |
| Resina Automatic Machinery Co.,  | .,                |
| Inc                              | 378               |
| Rexford Paper Company            | 348               |
| Reynolds Metals Company 3        | 1-34              |
| Richards, J. A., Co              | 328               |
| Richardson Taylor-Globe          | 43                |
| Riegel Paper Corp.               | 8                 |
| Ringwood Chemical Corp           | 276               |
| Ripley Co., Inc                  | 260               |
| Risdon Manufacturing Company,    |                   |
| The                              | 379               |
| Ritchie, W. C., and Company 322, | 323               |
| Rosenthal Manufacturing Co       | 297               |
| Roto Bag-Holweg Division, Con-   |                   |
| anac Machine Company             | 14                |
| Rowell, E. N., Co., Inc.         | 115               |
| Rubber & Asbestos Corp           | 366               |
|                                  |                   |
| Scandia Manufacturing Co         | 351               |
| Schoettle, Edwin J., Co          | 50                |
| Schrader's, A., Son              | 251               |
| ealright Co., Inc                | 37                |
| Seal Spout Corp                  | 320               |
| Setton Fibre Can Co              | 22                |
| Shawano Paper Mills              | 395               |
| Snaw Insulator Company           | 391               |
| Shaw-Randall Company             | 28                |
| Sheffield Tube Corp., The        | 283               |
| Shellmar-Betner Flexible Pack-   |                   |
| aging Division, Continental      | 210               |
| Can Company                      | 319               |
|                                  |                   |
|                                  |                   |

| Shoup-Owens Inc  | 231          |
|--|--------------|
| Simplex Packaging Machinery,<br>Inc.<br>Sinclair and Valentine Co.   |              |
| Ine.   | 64           |
| Sinclair and Valentine Co  | 386          |
| Smith, H. P., Paper Co   | 10           |
| Smith-Palmer Machine Division of   |              |
| Price National Corp  | 339          |
| Southern Gravure Service, Inc  | 263          |
| Star Band Company, Inc.  | 272          |
| Steigerwald, A. M., Company  | 113          |
| Stein Hall   | 104          |
| Sterotype Equipment Company .  | 72           |
| Stocker Manufacturing Co   | 66           |
| Stokes & Smith Co  | 65<br>345    |
| Stone Container Corporation<br>Stuyvesant Engineering Company  | VIN 16 16 TO |
| Sun Tube Corporation   | 109          |
| Swanson W. H. & Company  | 264          |
| Swift, M., & Son, Inc  | 334          |
| Swift & Company  | 87           |
| Sylvania Division, American Vis-   |              |
| cose Corporation   |              |
|  |              |
|  |              |
| T. I   | 961          |
| Taber Instrument Corporation   | 264<br>30    |
| Technopol Laboratories Limited .   |              |
| Thilmany Pulp & Paper Company  |              |
| Thompson, James, & Co., Inc<br>Tompkins' Label Service   | 225          |
| Transparent Wrap Machine Corp.   |              |
| Tri-State Plastic Molding Co., Inc   |              |
| Tupper Corporation   | 0.00         |
| . apper and parameters   |              |
| Union Bag & Paper Corporation<br>Union Carbide and Carbon Cor<br>poration, Bakelite Division 67<br>Union Plastic Films Co., Div. o | . 255        |
| Transparent Package Co   |              |
| United Can Co., Inc  | . 297        |
| U. S. Automatic Box Machiner   | . 16         |
| Co., Inc   |              |
| pany   | . 376        |
| U. S. Engineering Company  |              |
| United States Printing and Litho   |              |
| graph Company, The   |              |
|  |              |
|  |              |
| Vac-Tie Fasteners Inc.   | . 362        |
| Vac-Tie Fasteners Inc  | . 388        |
| van der Meulen, G., & Zn, N. V   | . 381        |
| Varigraph Co., Inc.  | . 384        |
| Venesta Limited  | . 68         |
| Vertrod Corp.  | . 256        |
| Visking Corporation, The   | 78, 79       |
|  |              |
| Warner Floatric Backs 9, Cl.   | l.           |
| Warner Electric Brake & Clute<br>Co  |              |
| Weinman Brothers, Inc.   | 242          |
| West Carrollton Parchment Co   | . 36         |
| Wrap-Ade Machine Co., Inc.   | . 299        |
| Wrap-King  | . 250        |
| Wrap-King<br>Wright Machinery Company  | . 405        |
|  |              |

## PACKAGING



Published by Modern Packaging Corp., 575 Madison Avenue, New York 22, N.Y.



# INTA-ROTO NOW MAKES GRAVURE ENGRAVINGS

Albert H. Merz, President of the Inta-Roto Machine Co. in Richmond, Va., announces the opening of a new rotogravure engraving service, the Inta-Roto Engraving Corporation. The company occupies a new, completely air conditioned modern building conveniently adjacent to the Inta-Roto Machine Co., where gravure base cylinders and converting machines are manufactured. The engraving plant has facilities for copper plating, engraving, chrome plating, and proofing cylinders. The most modern equipment in cameras and step and repeat machines have been installed.

Mr. Merz will also serve as president of the new engraving company. In addition, other skilled craftsmen who are well known in the profession assure precision engravings. The Inta-Roto Engraving Corporation will be completely staffed and equipped to produce engravings that will meet the most rigid standards of production men and art directors.

Inquiries by mail or telephone are cordially invited.

You are cordially invited to write to the

# Inta-Roto MACHINE Co.

for special dates on which to see demonstrations of their various laminating machines.



### INTA-ROTO ENGRAVING CORP.

BYRD AIRPORT, RICHMOND 23, VA. . TELEPHONE FAIRFIELD 4181



# "We've more than doubled wallet sales since switching to VUEPAK"



Mr. S. E. Knee, President

Aristocrat Leather Products, Inc. 292 Fifth Avenue, New York City

Economical, sales-getting packages of Monsanto's Vuepak are supplied to Aristocrat Leather Products, Inc. by Transparent Fabricators, Inc. of 220 Fifth Avenue, New York City.

Take it from companies like Aristocrat Leather Products, Botany Mills, Eaton Paper Company and hundreds more who manufacture items in all price grades... when you package in Monsanto's Vuepak cellulose acetate your product sells on sight! Actual tests show that merchandise in Vuepak outsells the same merchandise packaged "blind" by four... five... even six to one.

Buyers and wholesalers prefer rigid, transparent Vuepak because they know that nothing sells goods as well as the goods themselves... in plain view, but protected, too, by Vuepak. Because it is light, Vuepak saves shipping costs. Production men welcome it because it eliminates expensive printing and processing steps, simplifies inventory, comes in both stock and custom sizes, combines excellently with all other packaging materials, will not yellow or dish in shipment. Retail customers love it because it gives them a handsome re-use box.

Let Vuepak bring the power of sight to *your* sales! You may find a full-view package costs less than you think . . . and the more units you sell, the lower the cost per package. Ask your supplier, or mail this coupon for complete details on Monsanto's Vuepak.

Vuepak: Reg. U. S. Pat. Off.



W. T. Grant Company's display of Aristocrat Inner Sanctum and 98e volume selling Aristocrat Bellefolds dramatize the "see-through" sales power of crystal-clear Vuepak. "Vuepak sparks impulse sales, cuts mark-downs on shopworn goods," report buyers everywhere.



SERVING INDUSTRY . . . WHICH SERVES MANKING

MONSANTO CHEMICAL COMPANY, Plastics Division, Room 4101, Springfield 2, Mass.

Please send me your new packaging report and information on Vuepak.

-----

Name and Title

Company

City, Zone, State



America Reaches for Michigan Cartons

HICHIGAN CARTON CO.

BATTLE CREEK, MICHIGAN

Package Makers to the Nation



take pride in using the most advanced equipment and processes in their work.

Every step in their creation from the painstaking preparation of engravings to the lithographing of metal sheets by expert pressmen insures faithful reproduction of the artist's design. And the beauty of these packages is more than skin deep. Each is thoroughly engineered for maximum product protection and convenience of use.

This pride in manufacture is why Continental's packages will not only win first sales but bring pleased customers back for more.



Continental Can Building, 100 East 42nd Street, New York 17. N. Y.

EASTERN DIVISION: 100 EAST 42ND STREET, NEW YORK 17

TAILOR! MADE

PACKAGE SERVICE

CENTRAL DIVISION: 135 SOUTH LA SALLE STREET, CHICAGO 3

PACIFIC DIVISION: RUSS BUILDING, SAN FRANCISCO 4